

The

MANUFACTURING CONFECTIONER

JUNE 1947

NEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

TECHNOLOGY DEPARTMENT

UNITED STATES CANDY MARKET

MANUFACTURERS' SALES—1946

(Estimated Wholesale Value—\$687,000,000)

JUN 10 1947
DETROIT



CONFECTIONERY MANUFACTURERS' sales reached an all-time high of \$687,000,000 in 1946, official figures show. This was about 10 per cent over 1945. Commerce department map (above) shows market.



THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY, CHICAGO 6, ILLINOIS



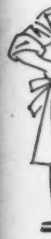
A COMPLETE FLAVOR SERVICE

- Whether it be Aromatic Chemicals, Essential Oils, Terpeneless and Concentrated Oils or Finished Flavors, Felton as manufacturers of Basic Raw Materials is in an outstanding position to supply your every flavor requirement with products "Tested in the Batch, Perfect for Your Purpose."
- Our experienced Flavor Chemists know Your flavoring problems and will be glad to consult with you
- Write for our new 42 Page Flavor Catalog.

FELTON CHEMICAL CO., Inc. 599 Johnson Ave., Brooklyn 6, N. Y.
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*Branches in Boston • Dallas • Philadelphia • San Francisco • Los Angeles
St. Louis • Chicago • Montreal • Toronto • Vancouver • Winnipeg*

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for

More candy from your sugar!

with Land O'Lakes Dry Milk Solids



BETTER CANDY

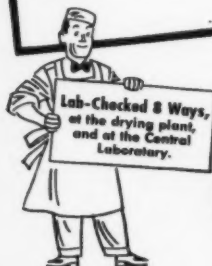
Lower Cost—Less Work

RICHER FLAVOR. Milk-smooth richness for caramels, fudge, milk chocolate.

BETTER TEXTURE. Gives candies a highly desirable creamy consistency.

EASY TO USE. No formula changes necessary.

SAVES SUGAR. More candy for every pound of sugar. Economical!



Lab-Checked 8 Ways,
at the drying plant,
and at the Central
Laboratory.

In many candy formulas, you can increase the proportion of Land O'Lakes Dry Milk Solids to water (standard solution 20 lbs. dry milk to 20 lbs. water) without increasing the amount of sugar or fat. This means a greater volume of finished candy from the same amount of sugar. Because of the lower percentage of moisture, less cooking time is required, and reduced cooking time results in improved flavor.

You can also use Land O'Lakes Dry Milk Solids to make powdered sugar go farther in milk chocolate coatings. It is an excellent thickening agent, and improves both nutrition and flavor at the same time.

**Nonfat Dry Milk Solids • Dry Whole Milk
Dry Buttermilk Solids**

Branches and brokers in principal
cities, or write direct to:

**LAND O'LAKES
CREAMERIES, INC.**

MINNEAPOLIS 13, MINNESOTA
Also famous for LAND O'LAKES SWEET CREAM BUTTER



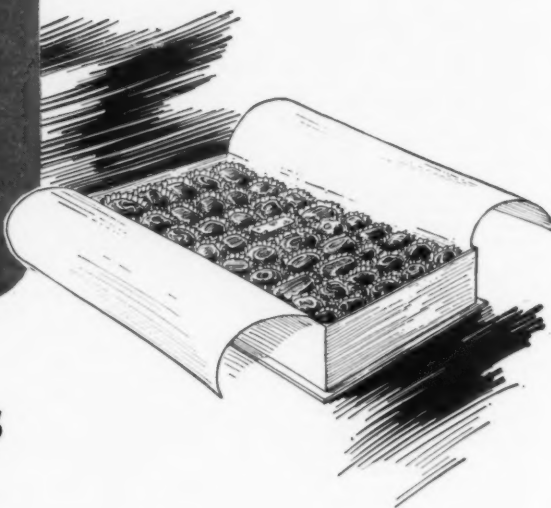
"Land O'Lakes" and the Indian girl are registered trade marks of Land O'Lakes Creameries, Inc.

TO EXCITE
New INTEREST
IN YOUR
ASSORTED
CANDIES

FRITZSCHE

PRESENTS

**RUM-PEPPERMINT
GRAPEFRUIT-PINEAPPLE
CARAMEL-BUTTERNUT
ORANGE-PINEAPPLE
LEMON-CUSTARD**



... EVERY ONE, a delicious, new taste thrill for your confections... But don't ask us to TELL you how good they are; instead, let us SHOW you. A note, expressing your interest in any of these five, unique flavors will bring you trial samples... and the best possible proof that they belong in your line... Why not send us that note today?

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1871

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Toronto, Canada and Mexico, D. F. FACTORIES: Clifton, N. J. and Seillans (Var), France.

The Manufacturing Confectioner

VOLUME XXVII, NO. 6

JUNE, 1947

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Pioneer Specialized Publication
For Confectionery Manufacturers
Plant Management, Production
Methods, Materials, Equipment,
Purchasing, Sales, Merchandising.

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Talk about *Super Concentration*



how about Atlas KANATROL Imitation Vanilla?

When good candy, like games, requires the greatest possible degree of concentration, call on the Atlas KANATROL Vanilla of H. Kohnstamm. Not only does it make marshmallows a pleasure...it also makes "good eating" in cream centers, taffies, fudges, caramels—in fact, in all general confectionary work. One ounce of Atlas KANATROL flavors 100 pounds



of candy—and even when used at high temperatures...this exceptional "imitation" retains the character of pure Vanilla. Expertly blended by flavor technicians, it is full-bodied...rigidly-controlled for uniformity...extremely economical in use. Why not write today for generous samples. Specify Kanatrol for your imitation vanilla..."Kanatrol white" for marshmallow work.


H KOHNSTAMM & COMPANY Inc.
FIRST PRODUCERS OF CERTIFIED COLORS
ESTABLISHED 1851

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CONDENSED

SUPPLY

DEMAND



Many minor waves and cross-currents flow across our broad land . . . reflecting local and timely trends. Sometimes optimistic . . . and sometimes pessimistic . . . they look both "up" and "down." But underlying these "top currents" is the powerful basic flow of the World's Greatest Market. It is definitely FORWARD, with increasing volume and consumer satisfaction. As a great marketing headquarters for bulk Condensed Milk, Midland is doubly conscious of this basic American "health." To better serve your needs with a steady reliable flow of huge quantities of Sweetened Condensed and Sweetened Condensed Skim of highest quality is Midland's chief aim. Bringing you "security of supply and quality" and the best timely price advantages that a full knowledge of the milk market affords . . . is our stock in trade.

Write, wire or phone for information.

Midland Farm Products, Inc.

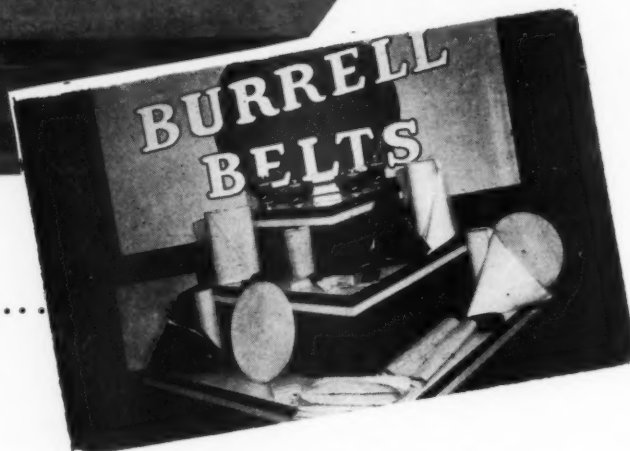
700 N. MICHIGAN AVE. • CHICAGO 11 • Superior 1458 170 BROADWAY • NEW YORK 7, N. Y. • Rector 2-0229
753 BRYANT ST. • SAN FRANCISCO 7, CALIF. • Garfield 7488

Burrell
Confectionery Belting



The photograph at the left shows a BURRELL installation, showing a glazed cooling tunnel belt (dark); and a 90 degree endless turntable belt (light)

Below: A BURRELL belt is available for every purpose. Each one is designed for specific jobs. A partial list of BURRELL belts is given below.



**Among Candy Manufacturers
Who Want Only The Best in Belts...**

BURRELL **Stands For Quality**

BURRELL has been producing high quality confectionery belts at lower cost for 32 years. The use of BURRELL belts will minimize the danger of shut-downs in your plant resulting from belting failures. Many 100% BURRELL installations in the industry's largest plants prove the superiority of BURRELL products. These belts are treated to resist deterioration from heat, cold, moisture, grease, oils, stretch, shrinking, excessive wear, etc. BURRELL belts are the results of years of experience and scientific engineering and we are constantly improving our products. Write, call, or wire for recommendations.

It Is Profitable to . . .

Let BURRELL belting experience and the . . . 11 BURRELL stars help you!

- * CRACK-LESS Glazed Enrober Belting
- * THIN-TEX WHITE Glazed Belting
- * White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).
- * Packaging Table Belts (Treated and Untreated)
- * V-Belts (endless)
- * Innerwoven Conveyor Belting
- * Batch Roller Belts (patented)
- * Cold Table Belts (endless)
- * Caramel Cutter Belts
- * Feed Table Belts (endless)
- * Caramel Cutter Boards

"BUY PERFORMANCE"

BURRELL BELTING CO. 401 So. Hermitage Av. Chicago

**CITRIC
ACID**



**CREAM OF
TARTAR**

**TARTARIC
ACID**



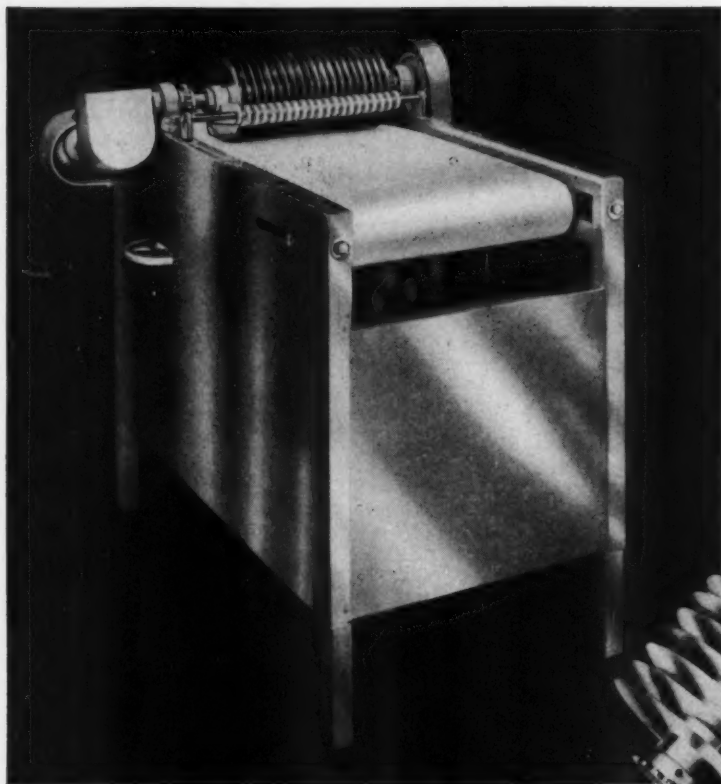
**SODIUM
CITRATE**

Chas. **PFIZER** & Co., Inc.

Manufacturing Chemists Since 1849

81 MAIDEN LANE, NEW YORK 7, N. Y.
444 W. GRAND AVE., CHICAGO 10, ILL.
605 THIRD ST., SAN FRANCISCO 7, CAL.



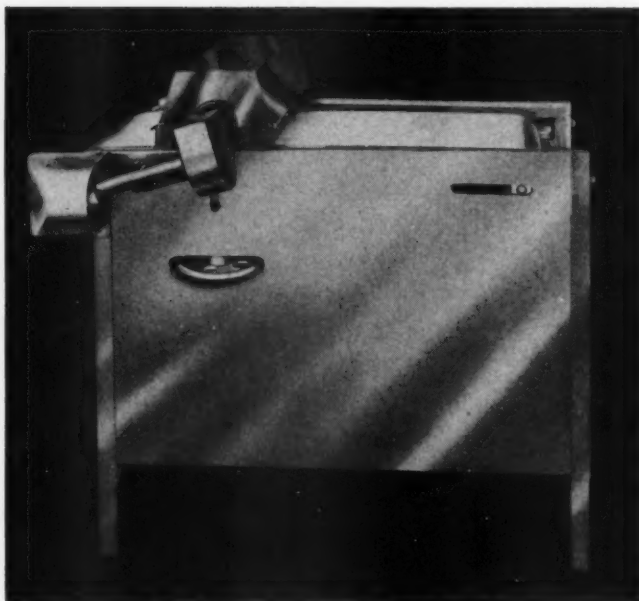


*Remove the cutting head
in a few minutes. Clean,
or replace for different
size cuts . . .*

DUBIN CARAMEL CUTTER

ONE of the big time saving features of this Dubin Caramel Cutter is its detachable cutting head. Cutters can be easily removed and replaced for either cleaning or different size cuts, eliminating the changing of knives. Cutter and mechanism are enclosed in guards for sanitary and safety reasons. All ball bearing construction. Spacers of $\frac{1}{4}$, $\frac{1}{2}$ and $\frac{3}{4}$ " are standard equipment. Stainless steel sides. White canvas conveyor belt.

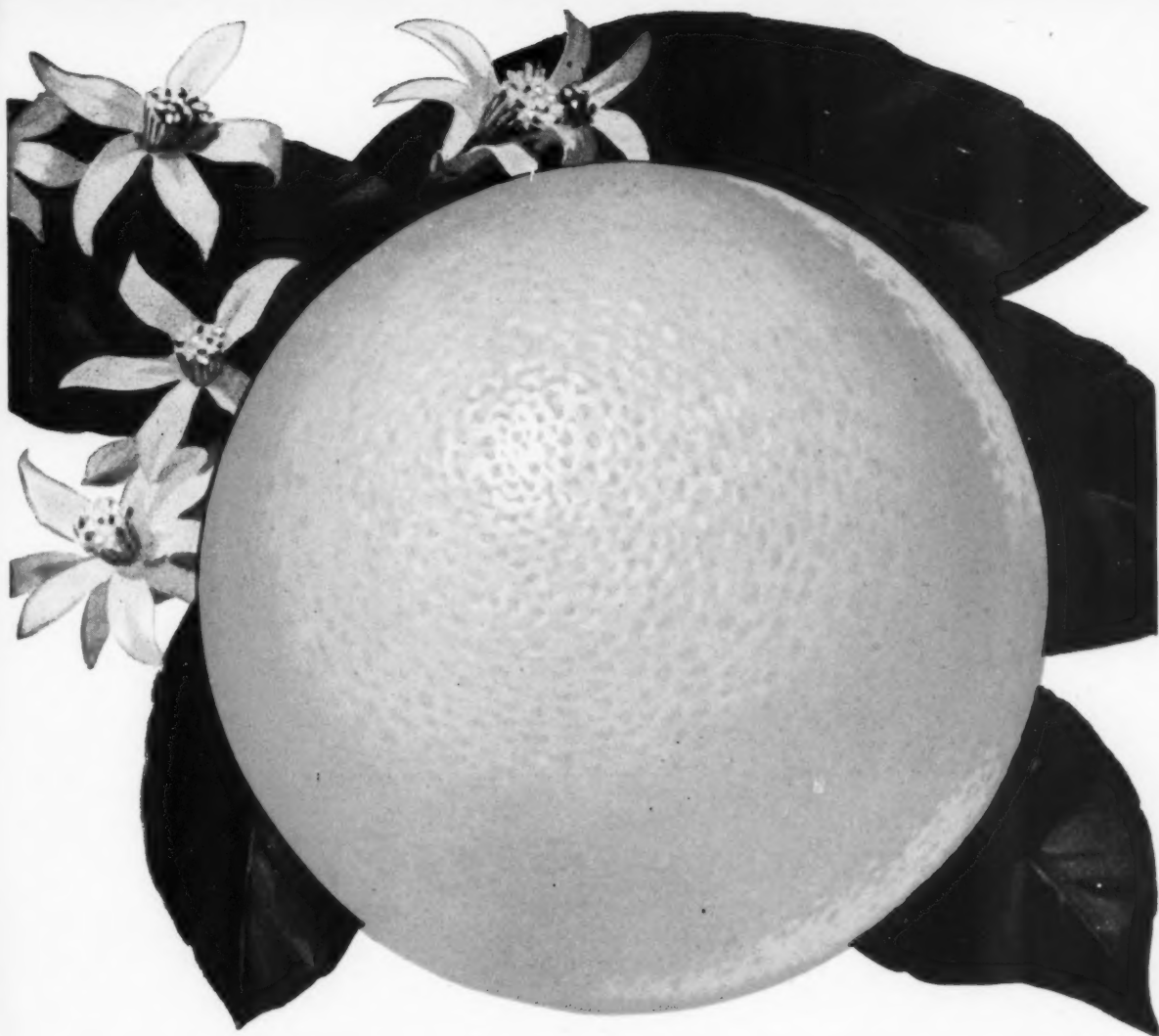
Model C2
Motor 2 h.p., 200/440 volt—3 phase
Cutting head 20"—20 circular knives
Floor space 33" x 48"
Shipping weight 575 lbs.



Side View Showing Cutter Guard

R. M. DUBIN CORPORATION
CONFECTIONERS' MACHINERY

2500 SOUTH SAN PEDRO STREET • LOS ANGELES 11, CALIFORNIA



THE WORLD'S FINEST ORANGE OIL

Made exclusively from oranges from the Sunkist Groves of California.

Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil.

Distributed in the United States exclusively by

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76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Distributors for:

**CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIF.**

Producing Plant:

The Exchange Orange Products Co., Ontario, Calif.

Give it all your tests for *quality, uniformity and strength*. Then you'll buy Exchange Brand.





**"Am I giving my
the kind of**



**Better for them — candy
that is fortified and
nutritionally balanced!**

g my children d of food they need?"

THIS IS A QUESTION many mothers ask themselves as they buy food or candy for their families.

These mothers know far more about nutrition than did the mothers of even 25 years ago.

Magazines and newspapers have, over a long period, devoted considerable space to the important subject of "better nutrition".

When you give your candy "nutrition appeal," you tie-in with today's trend. You persuade *more* mothers to give *more* of your candy to their children.

Some manufacturers are seizing the opportunity. They are increasing the vitamin content of their candies. And they are further improving the nutritive qualities by the addition of good protein.

Standard Brands' experience in the food fortification field — and its products for vitamin B complex, vitamin D, and protein supplementation of foods—place this company in a position to render valuable assistance to you on your candy fortification program.

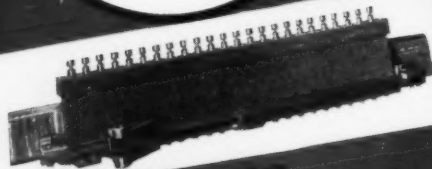
If you are now seeking ways of fortifying your company's products, we invite you to discuss your needs in confidence with one of our executives.

STANDARD BRANDS INCORPORATED

Bulk Pharmaceutical Department • 595 Madison Avenue • New York 22, N. Y.

Now! *Finer—More Efficient* PUMP BARS at Lower Cost

**WATER SEALED
PUMP BARS**
FOR
MOGUL DEPOSITORS
— All Sizes —
**SINGLE — DOUBLE
TRIPLE — QUADRUPLE**



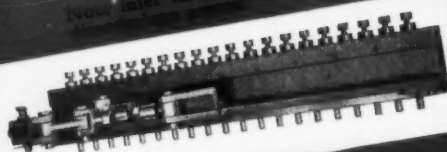
SINGLE BAR
Heavy or viscous material more easily
pumped because of the "easy flow" design.



TRIPLE BAR — FRONT



TRIPLE BAR — REAR
Note inlet valve location — candy flows
through this pump.



Bar as used on the No. 2 Depositor.

Solid Stainless Steel Pistons NO GROOVES • NO WASHERS

These Pump Bars are the last word in workmanship, design and performance. Made of the finest quality bronze with separate inlet and outlet valve slides of stainless steel. They represent the outcome of years of engineering experience in building candy machinery and will out-perform any bar on the market today.

● *Non-Clogging*

Due to the separate inlet and outlet, the candy flows from the tank directly into the pumps without the necessity of going through the rather circuitous route of the ordinary type of bar where the candy passes through a hole to a channel in the valve slide, then along this channel to the under side of the pump, then up into the pump.

● *Accurate Weights*

— are assured because of the free flow of candy to the pump, and also because of the precision with which the bars are built. Only the finest quality of material is used. This is watched very carefully in our shop.

Made in a shop accustomed to precision work, these bars should outwear and out-perform all other types made.

Write Today!
for prices and descrip-
tion of these Scientific-
ally Built Mogul and
Springfield Depositor
Pump Bars.

MILL RIVER TOOL CO.

A. L. Bausman

Ernest J. Keefe

338 WORTHINGTON STREET • SPRINGFIELD, MASS.

AZTECS

WERE ON
THE COCOA
STANDARD!



Long before the coming of the white man and his "gold standard" for currency, the Aztecs of 16th century Mexico used Cocoa beans as a medium of exchange.

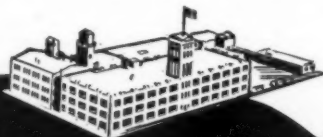
IT'S NOT TOO DIFFERENT NOW!

Chocolate and other cocoa products are of real value in the modern world, not as money, but because of the rich goodness they impart to fine foods and confections.

TODAY'S "COCOA STANDARD"...

It is the famed "B·B·" trademark; marking products that are the "standard of excellence" among industrial users of chocolate.

FOUNDED 1900



Lumenthal Bros.

Manufacturers of Chocolate and Cocoa Products
Margaret and James Streets, Philadelphia 37, Pa.



COCOAS



COCOA BUTTER



CHOCOLATE DROPS



CHOCOLATE LIQUOR



CHOCOLATE COATINGS



Combinations of Cocoa
and Chocolate Liquor

Six Timely Issues for '47!



STREAMLINED AND TIMED TO REACH 10,000 VOLUME BUYERS

Preparing for the inevitable transition to a "buyers' market," CANDY MERCHANDISING is putting sensible emphasis on "doing a job with jobbers" by increasing both its frequency and its circulation. Five issues of CANDY MERCHANDISING plus the annual CANDY BUYERS' DIRECTORY number will reach 10,000 volume candy buyers. . . give you thorough, comprehensive coverage of the entire candy market. Every issue has grown stronger in articles, advertising, and in reader acceptance. Circulation is CCA audited. The new 10,000 distribution doubles the coverage of volume buyers offered in the confectionery field. You can do a real job with jobbers in the new every-other-month schedule for CANDY MERCHANDISING. Write, wire, or phone . . . NOW . . . for information on CANDY MERCHANDISING's economical rates and to reserve space for your advertising message. Next issue appears August 15.

CANDY MERCHANDISING

Including THE CANDY BUYERS' DIRECTORY

400 W. Madison St., Chicago 6

303 W. 42nd St., New York 18



Pick THE TRIPLE WINNER

Veg-A-Loid

TO WIN

the favor of your customers, there's nothing like the quality of candies made with Veg-A-Loid. Veg-A-Loid assures tender, smooth texture, and keeps candies fresh and flavorful by retaining the moisture.

TO PLACE

your candies on the counters everywhere—because Veg-A-Loid permits you to reduce or eliminate the use of critical items. Sugar ratios can be reduced to a minimum. Caramels can be made with little or no fats and oils.

TO SHOW

your products with the most sales appeal. Candies made with Veg-A-Loid do not sweat or discolor. They remain enticing right from your candy plant to the consumer.

You can't lose with Veg-A-Loid. Use it in every recipe for:

**HAND ROLLED CREAMS • CAST CREAMS • FUDGE
CAST JELLIES • SLAB JELLIES • CARAMELS
CHOCOLATE-DIPPED JELLIES • PAN WORK**

T. H. Angermeier & Co.

MANUFACTURING SPECIALISTS TO THE FOOD INDUSTRY

245 Seventh Avenue, New York, N. Y.

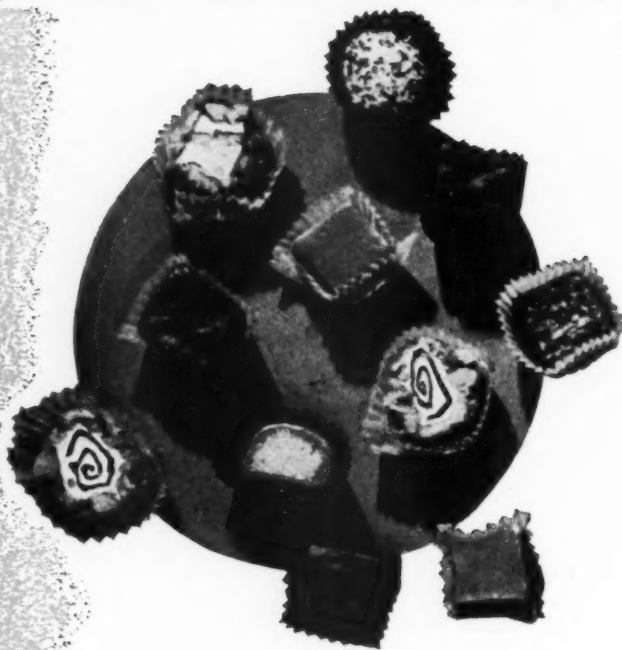




Hykreme

A NEW "BASIC" HYDENSITY PRODUCT

To sell
at the
right price
you have to
produce
at the
right price



Hykreme

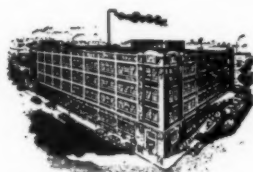
ENABLES YOU TO PRODUCE HIGH QUALITY STAND-UP CARAMELS AND OTHER CONFECTIONS AT LOW COST...

HYKREME is a Hydensity sweetened cream and milk product so formulated as to give rich butterfat flavor and perfect stand-up quality to caramels without the addition of other dairy products. Perfect for many other confections, too. Priced in line with today's dairy product prices. HYKREME is a base for confections of high quality which

must be produced at the right price to sell. This new "Basic" product was put through the most rigorous tests before being placed upon the market. Users are enthusiastic about it, as you will be, too, when you try it. HYKREME comes packed in butter tubs of 90 lbs. net each, ready for instant use. Does not require cold storage. Quotations upon request.

BASIC INDUSTRIES, INC.
919 N. MICHIGAN AVE CHICAGO 11 ILL

WHAT *Chase* CANDY COMPANY THINKS OF EXCHANGE CITRUS PECTIN



Manufacturers of
FINE CANDIES

PHONE 4-1825



CANDY COMPANY

ST. JOSEPH, MISSOURI

April 7, 1947

California Fruit Growers' Exchange
Ontario, California

Gentlemen:

The Chase Candy Company has used Exchange Citrus Pectin for a great many years. We have found this to be a very staple product and one from which extraordinary candy can be made.

In former years we confined our citrus pectin use to straight fruit-flavored jellies for high-quality fancy packages. But recently we have found that the general public desires such citrus pectin jellies in the popular-priced varieties, and that by using citrus pectin in combinations with mint flavors, apricots, peaches, pineapple, etc., a very desirable and a very delicious assortment of jellies can be made which have extra shelf life and extraordinary keeping quality.

We highly recommend Exchange Citrus Pectin for all classes of both slab and cast jellies - for quality candies, it is a product hard to beat.



G. D. BELCHER—Vice President,
in Charge of Production

Cordially yours,

G. D. Belcher
Vice President
in charge of Production

GDBelcher:es



Nothing we can say about Exchange Citrus Pectin tells the story half so well as the testimony of its users—leaders in the candy industry of America.

for June, 1947

Exchange

CITRUS PECTIN

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department: Ontario, California

400 W. Madison Street, Chicago 6 • 99 Hudson Street, New York 13

UNION PACIFIC
TREASURE MAP OF INDUSTRY



* One of a series of advertisements based on industrial opportunities in the states served by the Union Pacific Railroad.

Colorado offers industry many desirable sites for manufacture, distribution, warehousing, and other purposes. It is strategically located for national distribution.

Diversified agricultural products are of high quality due to favorable climate and soil.

More than 250 useful metallic and non-metallic minerals and compounds have been found, including precious uranium. Timber, oil and coal are practically unlimited.

Native-born skilled labor, and a healthful climate

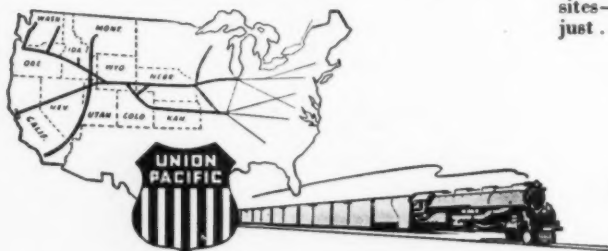
resulting in fewer "time-outs" assure economical production.

Colorado provides sound state economy, modern educational and cultural facilities.

Thousands of vacationists enjoy its mountainous splendor, cool summer breezes and winter sports.

Union Pacific provides Colorado with unexcelled freight and passenger transportation. Every night, over night Streamliner service between Denver-Chicago . . . Denver-St. Louis.

For assistance in securing industrial and commercial sites—and for all-weather, dependable rail service, just . . .



be Specific -
say "Union Pacific"

* Address Industrial Department, Union Pacific Railroad, Omaha 2, Nebraska, for information regarding industrial sites.

UNION PACIFIC RAILROAD

THE STRATEGIC MIDDLE ROUTE

NO OTHER MANUFACTURER
PRODUCES A GREATER VARIETY
OF EDIBLE VEGETABLE OIL
PRODUCTS THAN

Durkee

PARAMOUNT

—CUSTOM MADE TO THE
FORMULA REQUIREMENTS OF
THE CONFECTIONERY INDUSTRY

A hard fat which has been especially produced for the confectionery industry for cocoa coating and various tasty blends of assorted flavors—excellent for enrobing candies. Paramount will protect your goods in all climatic conditions and keep your coatings looking right.

A Product of

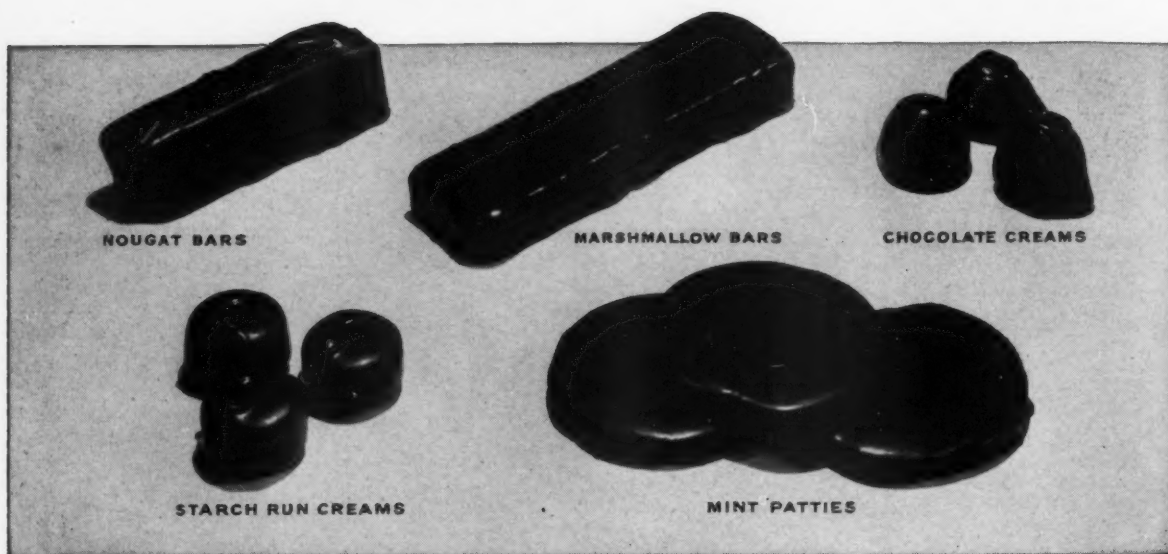
DURKEE

One of America's Great
Food Institutions!

A DIVISION OF THE GLIDDEN COMPANY



Make these delicious candies at less cost with Soyco!



Now you can make high-quality candies with soy albumin. It can replace egg albumen in the types of candy shown above at a substantial saving in cost!

What Soyco does for you

Soyco is a soy albumin—*new and improved*—that gives you all these advantages:

Soyco whips up to a satisfactory volume in syrup. It helps to keep your costs down—quality up.

Greater stability. The bubble structure is smaller. Soyco is about twice as stable as before!

Higher in protein, and whiter in color—that's new, improved Soyco.

Longer shelf life. Due to invert action of Soyco, candies are assured longer shelf life.

Reliably uniform. Soyco is carefully processed and standardized through laboratory control. Each lot is tested for uniformity.

Do this

Take a tip from scores of plants that have tried Soyco—and are now using Soyco regularly. They have found that Soyco not only costs less to buy—but costs less to use! Soyco is packed in 100-lb. drums.

Write for your new free Soyco formula folder. And place your order through our main office, now.

Crisp, golden SOYNUITS!

Soynuts are dry roasted, tenderized soybeans available as whole nuts, coarse or fine toppers. Many candy manufacturers use Soynuts in candy bars, brittle, and with other nutmeats.

Priced from 11¼¢ to 13¢ per pound,* depending on type and quantity purchased.

*All prices F. O. B., Waterloo, Iowa. Subject to change.

WHITSON PRODUCTS

DIVISION OF THE BORDEN COMPANY

350 Madison Avenue, New York 17, New York • Canada Distributor: H. Lawton & Co., Toronto



Exchange

**OIL OF
LEMON
U. S. P.**

LIKE THE FLAVOR OF A FRESH-CUT LEMON....

When it's *lemon* you want, Exchange is the Oil!

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Lemon Oil delivers *flavor . . . clarity* and *uniformity* not found in any other Lemon Oil.

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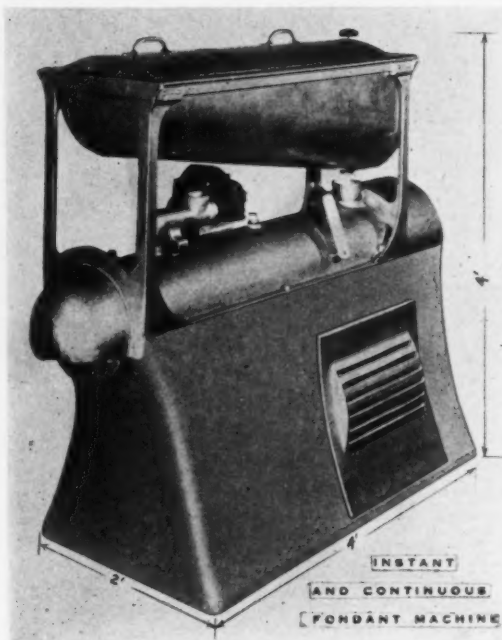
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NCA Convention Sets Record

By CLYDE C. HALL
The Manufacturing Confectioner

WITH OVER 5,000 CONFECTIONERY and allied industry representatives attending, the 64th annual convention of the National Confectioners' Ass'n and the concurrent 21st Confectionery Industries Exposition in Chicago's Stevens Hotel set new records. Opening day's attendance was about 2,000. Last year's attendance was about 3,500. Exhibitors at the exposition totaled 107 firms.

With price increases in ingredients for candy ranging from 41 per cent for corn syrup to 412 per cent for cocoa beans, means of attaining maximum production efficiency keyed the convention sessions.

Employer-employee relations were discussed in the opening day's first session, with Ivan F. Baldus, Mars, Inc., as chairman. Dr. Robert N. McMurry, Chicago, stressed that the costs of mistakes in personnel and industrial relations come wholly out of profits. Maintenance of a stable, productive, and loyal labor force is essential, he stated. [Dr. McMurry's speech appears in this issue—Ed.]. John F. Hennessey, of E. J. Brach & Sons, discussing foreman training, recommended the individual company formulate a training program around the groups of employees and subjects best suited to its needs, that training sessions be well planned and sparkling, and the program be given "a reasonable time to prove itself." [Mr. Hennessey's speech will appear in the next issue of THE MANUFACTURING CONFECTIONER—Ed.].

Following the premiere of the Council on Candy's movie "Candy and Nutrition," the first afternoon session

discussed "Let's Sell Candy," with Warren M. Watkins, of Warren M. Watkins, Confectioner, Los Angeles, presiding. Victor H. Gies, of Mars, Inc., Chicago, discussed the importance of "balanced selling." [His address appears on the editorial page of this issue—Ed.]. James F. MulCahy, NCA merchandising director, discussed progress and achievements of the balanced selling program. A six-man industry panel answered questions in an open forum on "Revitalizing the Sales Force." Members included: W. H. Maichle, of Beech-Nut Packaging Co., New York; Frank Gleason, E. J. Brach & Sons, Chicago; Lester G. Rosskam, of Quaker City Chocolate and Confectionery Co., Philadelphia; C. H. Flint, of Peter Paul, Inc., Naugatuck, Conn.; Dr. C. W. Hall, of Hall & Lilles, Chicago; and H. A. Van Gestel, of Walter Baker Co., Dorchester, Mass.

In the second afternoon session, Charles F. Haug, of Mason, Au & Magenheimer Conf. Co., Brooklyn, presided. Under discussion was the subject of confectionery sales and distribution. Reporting on 1946 totals, George F. Dudik, of the U. S. Department of Commerce, announced candy reached an all-time high of \$687,000,000 at wholesale during 1946, about 10 per cent more than in 1945. [A full report on Mr. Dudik's speech appears in this issue—Ed.].

E. J. Fortier, of E. J. Brach & Sons, Chicago, presided at the evening session. James A. King, of the Nulomoline Co., New York, was chairman of the production forum.

Supersensitive "fingers" of electronics are being used by increasing numbers of candy manufacturers to detect tramp metal particles both in materials and in packaged products, stated W. H. Bohlke, of the Radio Corporation of America's division of industrial electronics, Camden, N. J. "Individual candy bars or whole cartons can be passed through the inspection aperture of the RCA metal detector on an endless conveyor belt or by means of a chute at accommodating conveyor speeds up to 600 feet a minute," he said.

Dr. Stroud Jordan, of American Sugar Refining Co., New York, discussed the advantages and limitations of

NEW NCA DIRECTORS (photo) met with retiring directors at annual convention. SEATED (l. to r.): T. A. White, Sierra Candy Co.; K. L. White, Awful Fresh MacFarlane; C. Haug, Mason, Au & Magenheimer Conf. Mfg. Co.; S. Fried, Up-To-Date Candy Mfg. Co.; H. L. Heide, Henry Heide, Inc.; R. H. Hardesty, Jr., R. H. Hardesty Co., Inc.; W. E. Brock, Jr., Brock Candy Co.; H. H. Hoben, Mars, Inc. STANDING (l. to r.): H. I. Sifers, Sifers Valomilk Conf. Co.; W. W. Sandell, Miss Morris Candies; O. F. Sealy, Johnson-Fluker Co.; W. Watkins, Warren Watkins Conf.; A. L. Stang, Shotwell Mfg. Co.; W. Melville Cribbs, Melville Confections, Inc.; Philip P. Gott, NCA president; R. H. W. Welch, Jr., James O. Welch Co.; V. H. Gies, Mars, Inc.; C. R. Kroegel, Kroegel-Oettinger, Inc.; J. G. Rote, W. F. Schrafft & Sons Corp.; W. C. Dickmeyer, Wayne Candies, Inc.; N. V. Diller, Nutrine Candy Co.; O. B. Elmer, Elmer Candy Co.

liquid sugar. [A full report on Dr. Jordan's speech appears in this issue—Ed.].

Benjamin A. Oxnard, of the Great Western Sugar Co., Denver, discussed handling of granulated sugar in bulk. Pointing out that such handling of sugar "offers great savings in labor handling costs with added cleanliness," Mr. Oxnard stressed that "each individual user's factory location will have its special problems that can only be solved by each factory management in conjunction with their own engineering departments or outside engineering and machinery firms." [A detailed study of the Great Western method of handling sugar in bulk appeared in the September, 1946, issue of THE MANUFACTURING CONFECTIONER—Ed.]

Dr. Aldar Fonyo, of Wm. J. Stange Co., Chicago, spoke on the use of antioxidants in the prevention of flavor changes. Addition of antioxidants to foods, he said, is "based on scientifically sound principles" and their function is well defined. "When you cannot obtain a sufficiently stable product with good manufacturing practice to meet requirements of present day methods of distribution," he stated, "the use of an antioxidant becomes desirable." [Dr. Fonyo's talk is reported at length in this issue—Ed.].

Production and Sanitation

Bernard Murphy, of Switzer Companies, St. Louis, discussed quality and quantity production. Developing a "skilled and productive organization is one of our most important functions in achieving quantity and quality production at the lowest ultimate cost," he stated. Mr. Murphy also pointed out that the "most important factor in production is men." [Mr. Murphy's talk is presented in this issue—Ed.].

At the May 28 morning session on sanitation, Wm. Fette, Jr., of Schutter Candy Division of Universal Match Corp., presided. Charles F. Scully, of Williamson Candy Co., Chicago, was chairman.

M. R. Stephens, chief of the Federal Food and Drug Administration's Chicago station, outlined federal food laws in their relationship to the confectionery industry. G. S. Doolin, NCA's sanitation director, presented highlights on the NCA sanitation program. Milton E. Parker, Chicago food production development counselor, discussed infestation control for manufacturing confectioners.

"The food manufacturer is directly responsible for any factors of adulteration or contamination involved in the preparation and distribution of his processed packaged products," warned Mr. Parker. "This applies to confectioners as well as to all food processors. Even though the extraneous materials may be recognized, not many confectioners realize that all contaminating factors are equally involved," he stated. "Where chemicals are employed in pest control, they also can prove to be product contaminants. It should ever be kept foremost in mind that insecticides, germicides, and rodenticides are used primarily because they are poisonous to pests such as insects, micro-organisms, and rodents. If such materials are not poisonous to these pests, they are not effective pest control agents."

Advising that candy manufacturers consider only "the use of safe and effective insecticides and rodenticides," Mr. Parker cautioned against taking any chances "when the legal responsibilities are so definitely defined and widely sustained. Let's remember," he added, "that pest infestation control is only a part, although a vital one, in food plant sanitation. For to paraphrase John Ruskin, 'Sanitation is never an accident. It is always the result

of intelligent effort. There must be a will to produce a superior article'." [Mr. Parker's address will appear in the next issue of THE MANUFACTURING CONFECTIONER—Ed.].

H. B. Cosler, of Chase Candy Co., was chairman of the session on research. Dr. H. H. Hall presented a report on the Southern Regional Research Laboratory, New Orleans. Dr. George R. Cowgill, of the Yale University School of Medicine's Department of Physiological Chemistry, discussed recent nutritional developments of interest for manufacturing confectioners. Dr. Thomas Rector, of General Foods Corp., New York, discussed the profit possibilities of research and development in the confectionery industry. [Dr. Rector's address appears in this issue—Ed.].

In his discussion of the Southern Regional Laboratory's work since the last convention, Dr. Hall cited the laboratory's paper on "New Agricultural Products Used in Candy," which appeared in Food Industries for July, 1946, and the technical paper on "Isolated Proteins in Candy Making," which appeared in THE MANUFACTURING CONFECTIONER for November, 1946.

Pointing out that studies are being continued on the use of isolated proteins, Dr. Hall stated further that additional studies are being continued using a variety of fruit products as experimental ingredients.

"Among those used," he revealed, "were concentrated puree, frozen fruits, and fruit pectin. Concentrated fruit puree—including raspberry, apricot, orange, and grape—were used in chocolate dipped fruit marshmallows. Outstanding pieces were made by incorporating 20 per cent of the puree into the basic marshmallow batch immediately before casting into the starch molds. The intense flavor and color of the fruit were usually sufficient to provide adequate color and flavor for the finished candy."

Experiments With Slab Dressing

"Experimental work was begun during the year on vegetable oils in a search for a replacement for use as slab dressings," Dr. Hall said. "An oil is needed which by itself, or when protected with antioxidants, will not become rancid during storage periods comparable to the shelf-life of candies on which it is used. Following preliminary experiments, methods were adopted for testing each sample of oil *per se* and with one or more antioxidants on (a) hardy candy and (b) by the active oxygen method. In conducting these tests, unflavored and uncolored hard candies are worked on a steel slab coated with the test oil. When the candies are cooled several 4-ounce friction top glass jars are filled and stored at 80° and 100° F. for observation. The keeping quality of the oil is determined in these experiments by organoleptic tests, i.e., odor and taste, each two or three days until changes are noted. The oils are considered to be stable in these tests until there is definite development of rancidity. Although a large number of oils have been tested by this method our results do not indicate that any of them are sufficiently stable to warrant recommendation as slab dressings. A list of the oils and antioxidants which have been studied are given in Report 10. [This will appear in the next issue—Ed.]. This work will be continued on oils which have not been used heretofore as well as a number of untried antioxidants."

Dr. Cowgill reported that, as studies have shown a ration of pure carbohydrate is not so effective as one containing some protein, "it is reasonable to believe that future life-raft rations will contain some protein along with carbohydrate. The production of candies consisting

primarily of sugar and protein thus assumes some importance for the confectionery industry," he stated.

"The vitamin content of sugar and sugar by-products is a field deserving some cultivation," Dr. Cowgill added. "Samples of high-test molasses have been found to contain from two to 10 times as much riboflavin as liquid whole milk. Milk is known to be one of our best food sources of riboflavin. I must admit that such a finding was quite unexpected. Whether the riboflavin in molasses is destroyed or not when this product is used for processing, is something that food processors will have to determine. We have also made a few observations concerning the latest discovered members of the vitamin B complex—namely, biotin and folic acid—and found that there are certainly measurable amounts of folic acid in high-test molasses as well as appreciable amounts of biotin. Our data are minimal figures; more of these vitamins may be present in bound forms. Our particular method of determination reveals only the free vitamins."

Return to the "old time-tested formula of large volume sales at a small profit margin" is essential for the confectionery and food industry, Nathan Cummings, of Consolidated Grocers Corp., Chicago, told the afternoon session. Successful operation of this system calls for good management and vigorous salesmanship, he said, as well as a "minimum of governmental interference with the normal functioning of economic factors."

Discussing the current business situation, Mr. Cummings remarked:

"Some of you may think *recession* is a horrid word that should not be uttered in polite business circles these days. I believe in facing the facts, though, not ignoring them. And the unpleasant fact is that recession is threatening our economy. We can not avert the evil by refusing to discuss it. We can head it off by restoring consumer demand through elimination of the fear psychology which prevails in many quarters.

Coordinated Effort Needed

Asserting that "lower prices are mandatory if we are to compete successfully for the consumer's dollar and carry on the kind of volume business necessary to make a fair profit," Mr. Cummings stated such reduction is not simple and that any "any appreciable reduction in the general price level will require coordinated effort of government, labor, agriculture, and business."

He recommended "two principal avenues of action" as a means of reducing prices in the confectionery industry:

"First, return to greater production of bulk confections. During the war shortages most of you changed from bulk production to package and bar production. The reasons for so doing were logical at that time. Today, however, the picture has changed. You are back in the throes of real competition. There is room for a few high priced confectionery items, of course. But the major share of your products must be attractively priced for the consumer. Profits will have to be made out of efficiency, not over-pricing.

"The second approach is to review all phases of your business with an eye toward reducing operating costs. Few organizations are so efficiently operated that points of savings can not be found. Make certain your plant layout and machinery are conducive to the lowest feasible unit-cost production. Frequently new and improved machinery results in substantial savings, despite its initial cost. Re-examine your methods of production and material handling. Find more efficient methods. Win the cooperation of your employees in striving for greater production per man-hour. I dare say that for many of you these

S. W. NEILL, Mrs. Snyder's Candies, Chicago, was re-elected president of the Associated Retail Confectioners of the U. S. at the ARC convention. H. L. Jeffery, Jr., The Maud Muller Candy Co., Dayton, Ohio, was re-elected 1st vice-president; G. R. Frederick, Loft Candy Corp., Long Island City, N. Y., 2nd vice-president; W. D. Blatner, Chicago, secretary-treasurer. New executive committee members are: John Mavrakos, Jr., Mavrakos Candy Co., St. Louis; Ralph Hopkins, Marquetand's, Philadelphia; M. H. Van Duzen, Van Duzen Chocolate Shops, Inc., Portland, Ore.



measures could effect savings in unit costs which would permit important reductions in your selling prices. Meanwhile, I would advise, keep inventories as low as possible, consistent with efficient operation."

W. J. Lavery, of Curtiss Candy Co., presided at the afternoon session on the ingredient and supply situation. Charles E. Lund, of the U. S. Dept. of Commerce, stated "the fats and oils situation is, in general moving toward a buyer's market" and that the confectionery industry "can look forward to continuing supplies sufficient to meet requirements." [Mr. Lund's address appears in this issue—Ed.]. There is no evidence that sugar rationing need be continued beyond October 31, E. O. Blomquist, of E. J. Brach & Sons, said. He pointed out that "orderly procedure" toward decontrol would protect all industrial users. John M. Whittaker, of Lamont, Corliss & Co., stated the production of raw cocoa has fallen far below prewar averages and the "prospects of increased crops in the immediate future are not bright." The Chocolate Manufacturers Ass'n has joined with the Cocoa Merchants Ass'n and the Cocoa Exchange to form the American Cocoa Research Committee, he said. Primary object of the committee is to stimulate production of cocoa. Owen E. Lyons, of Marathon Paper Corp., Menasha, Wis., discussed the packaging raw materials situation. [Mr. Lyons' address appears in the packaging section of this issue—Ed.]

Charles M. O'Brien, Jr., of O'Brien's of California, Inc., San Jose, Calif., presided at the final day's session on the Washington situation. H. O. Smith, manager of NCA's Washington office, presented the report.

C. R. Kroekel, of Kroekel-Oetinger, Inc., Philadelphia, presided at the trade practices session.

Confusion in both government and industry as to fair trade laws is so universal today that it imperils the American system of free competition, Lowell B. Mason, federal trade commissioner, told this concluding session of the convention.

"It's time industry stopped leaning on government for its virtue and developed some moral self-reliance of its own," Mr. Mason remarked. "And it's up to government to help by shifting this public responsibility on to the shoulders of private industry as fast as businessmen can take it, for responsibility must be shared to be effective.

"Let's see which method will give us the best law observance—hitting businessmen over the head with a few suits and complaints, or sitting down around a conference table and all cooperating for a reign of law."

In the final business session, Philip P. Gott was re-elected NCA president; W. Melville Cribbs, of Melville

(Please turn to page 36)

21st Confectionery Exposition

By PAUL CUNEO
The Manufacturing Confectioner

The 21st Confectionery Industries Exposition, held in conjunction with the 64th annual convention of the National Confectioners' Ass'n at the Stevens hotel, Chicago, presented a colorful and interesting display of 97 exhibits which covered the approximate 29,000 sq. ft. of the exposition hall. Practically all of the exhibitors had some new development or improvement to show which they felt would be of service to confectioners. A summary of the exhibits follows:

AMERICAN MACHINE & FOUNDRY CO., New York City: The Glen '160' Mixer and several automatic wrapping and forming machines from England were on exhibit here. A variable speed ratio was introduced as a new, optional feature on beaters.

AMERICAN MAIZE-PRODUCTS CO., New York City: The new binder W-13, was effectively presented in an exhibit that centered attention on samples of nougats, caramels, kisses and fudge, some of each being made with W-13 and some without it. Visitors at the exhibit were left to judge for themselves the difference it made in candy.

AMERICAN SUGAR REFINING CO., New York City: Perhaps fearing the results of exhibiting real sugar to the hordes of candy makers, American centered attention at its booth on the familiar Domino trademark.

AMSCO PACKING MACHINERY, INC., Long Island City, N. Y.: High-speed rotary bag sealers and foot-operated bag sealing machines were displayed by E. E. Messmer and John Sylvester.

T. H. ANGERMEIER & CO., New York City: Herb Angermeier was present with an attractive display of candy samples which were made with his moisture-controlling Veg-A-Loid.

ANHEUSER-BUSCH, INC., St. Louis: Against a background that presented the story of the growth and processing of corn, company representatives greeted visitors to the exhibit.

THE ARNOLD-BLAU CORP., Brooklyn: The ABC nut bar slicer was the center of interest at this booth.

ATLANTIC GELATIN CO., INC., Woburn, Mass.: Convention visitors interested in gelatin found a welcome here.

WALTER BAKER CHOCOLATE AND COCOA, Division of General Foods Corp., Dorchester, Mass.: The story of *La Belle Chocolatiere*, a painting which hangs in the Dresden Gallery, Germany, and which has been used as Walter Baker's trademark since 1883, was told here in miniature stage sets and by means of pamphlets.

WM. M. BELL CO., Chicago: This exhibit featured a wide variety of flavors and extracts.

BLANKE-BAER EXTRACT & PRESERVING CO., St. Louis: Dr. S. H. Baer and Miller Winston were present with an attractive display of Win-You Products.

BRAMLEY MACHINERY CORP., New York City: Presented the Beken Duplex Mixer based on a new mixing principle and demonstrated the Bramley Mill, a chocolate mixer, refiner and conche.

BRAZIL NUT ASSOCIATION, New York City: "Brazil nuts are back" was the message this booth proclaimed by means of samples and murals depicting many stages of nut gathering and shipping.

BURKE PRODUCTS CO., INC., Chicago: Jars, bottles and samples displayed to advantage the milk products that are produced by this company.

BURRELL BELTING CO., Chicago: A booth flanked on both sides by large rolls of white belting displayed samples of the many types of belting in production and the uses for them in candy manufacturing.

CALIFORNIA ALMOND GROWERS EXCHANGE, Sacramento, Cal.: With a large picture of a child reaching for a candy bar and saying, "I'll take the one with almonds," this exhibit centered attention on the wide variety of candies which use almonds to advantage.

CALIFORNIA FRUIT GROWERS EXCHANGE, Ontario, Cal.: Against a colorful background, this booth offered many samples of jellies and creams made with their extracts and flavors.

FRED S. CARVER INC., New York City: Photomurals of hydraulic equipment and cocoa presses in operation were featured in this exhibit.

CAYOL FOODS, Minneapolis: Displayed and offered samples of their fruit balls for dipping and honeyed fruits packaged for holiday gifts.

CELLO-MASTERS, INC., New York City: Cellophane packaging machinery was on display at this booth and an attractive girl, dressed in white tie and tails, distributed candy samples packaged by the company.

CENTRAL SOYA CO., INC., Fort Wayne, Ind.: Soy albumen being used in a mixing machine demonstrated the fine color and consistency obtained with soy while lecithin in rotatable tubes displayed the various viscosities in which that substance is available.

CENTRAL STATES PAPER & BAG CO., INC., St. Louis: A transparent, acetate package produced by this company and used to package fruit attracted considerable attention because when emptied the package can be re-used as a hat box.

CHOCOLATE SPRAYING CO., Chicago: The first model of a new die-pop machine which inserts sticks and moulds lollipops at the rate of 250 a minute was on display and in operation at this booth.

W. A. CLEARY CORP., New Brunswick, N. J.: A large model of the familiar little man who is shaped like a drop of liquid called attention to an exhibit which introduced Clearfla, a new butter flavor.

CLINTON INDUSTRIES, INC., Clinton, Iowa: R. E. Clizbe, Mrs. N. Jensen and others were present to supply visitors with information about their corn products.

CONFECTION MACHINE SALES CO., Chicago: Mr. Bonheimer presented "Junior", the new, small model of the instant and continuous fondant machine. The large size machine was also on display and in operation to demonstrate its speed, easy operation and sanitary advantages.

CORN PRODUCTS SALES CO., New York City: R. R. Adams, A. G. Peterson, J. E. Walz and others were present to discuss corn syrups and starches with visitors to the exhibition.

CRYSTAL TUBE CO., Chicago: Samples of their packaging materials and cellophane tubing featured the display at this booth.

DE LUXE CRAFT MFG. CO., Chicago: A wide variety of gift and re-use boxes were on display here.

DOUGHBOY INDUSTRIES, INC., New Richmond, Wis.: The Doughboy sealer, a self-feeding, sealing machine was demonstrated and candy samples in attractive, colorful packages which were sealed by the machine were distributed.

R. M. DUBIN CORP., Los Angeles: A fire mixer with self-lifting, self-centering, mixing arm; a caramel cutter with removable cutting heads in all sizes; and a chocolate melter with electric heating and thermostatic control were featured by Mr. Dubin at his exhibit.

E. I. du PONT de NEMOURS & CO., "Cellophane" Division, Wilmington, Del.: In an exhibit that emphasized six fundamentals of packaging (protection, visibility, self-service, convenience, informative labeling and impulse buying), the many possibilities of Cellophane for packaging were displayed.

FOOD MATERIAL CORP., Chicago: Ed Feight was in attendance with a booth that featured photographs of scenes in Food Materials' flavoring extract plant.

FOOTE & JENKS, Jackson, Mich.: P. W. Thurston and T. J. Torjusen were present to greet friends and display their firm's line of flavors.

GARDEN FRUIT SPECIALTIES CO., Lakeland, Fla.: Attractively packaged Fruit Chips were the center of attention here.

GENERAL FOODS CORP., Franklin Baker Division, Hoboken, N. J.: Six monkeys in a large cage and a girl dressed in South Sea Island style insured this booth of a constant crowd of guests.

J. W. GREER CO., Cambridge, Mass.: One of their chocolate coating units and pictures of their multi-tier conveyors in use were displayed by the Greers for visitors to their booth.

GROEN MANUFACTURING CO., Chicago: A stainless steel mixing kettle was introduced to confectioners here.

HAYSSON MANUFACTURING CO., Sheboygan, Wis.: A completely automatic wrapping machine which, with one inexperienced attendant, can wrap 1800 to 2100 cartons per hour was the center of attention at this display.

HARRY HOLLAND & SON, INC., Chicago: R. L. Holland was showing a variety of displacement sanitary pumps made by the Bump Pump Co.

GEORGE A. HORMEL & CO., Austin, Minn.: With the first new gelatin plant erected in 27 years, Hormel introduced its gelatin line to candy makers.

HUBINGER CO., Keokuk, Ia.: R. S. Fisher and R. L. Krueger were present to represent their firm's well known line of corn products.

HUGE CO., St. Louis: With several models of its spraying equipment on display, the Huge Co. featured its "Excelcide" system of insect and rodent control.

IMPORTED DELICACIES CO., Container Division, New York City: This display of lithographed and embossed aluminum re-use boxes attracted much attention. Many of the boxes, imported from England, gave the appearance of being made of porcelain.

INDUSTRIAL FUMIGANT CO., Chicago: With a large, plaster Stork, this exhibit introduced its new baby, Pyreneone sprays, a new line of non-toxic insecticides.

PAUL L. KARSTROM CO., Chicago: A very complete display of "Knapp-Wrapp" packaging machines was on exhibit and in operation at this booth.

KAVART STUDIOS, New York City: M. Kaplan and M. M. Ferne were displaying an attractive line of lithographed, candy tins.

A. KLEIN & CO., INC., New York City: A variety of heart-shaped candy boxes was featured by Joseph Ehrenfeld.

KOBRO PRODUCTS, INC., New York City: A display of re-use boxes, each one containing a built-in mirror, attracted favorable comment from many visitors at this booth.

H. KOHNSTAMM & CO., INC., New York City: This exhibit centered attention on a display of a wide variety of certified food colors and flavoring extracts.

J. M. LEHMANN CO., INC., Lyndhurst, N. J.: E. E. Mueser and George Jack were present to keep Lehmann Mills in the minds of chocolate makers.

LYNCH PACKAGE MACHINERY CORP., Toledo, Ohio: This display introduced the new 1948 model Wrap-o-matic packaging machine which was in operation and is capable of wrapping 120 units per minute.

MARCO CO., INC., Wilmington, Del.: Continuous processing of chocolate and marshmallow through the use of Flow-Master equipment was being demonstrated at this booth by R. F. Sparrow and others.

MERCHANTS BOX CO., New York City: The center of attention at this exhibit was a display of attractive wooden, re-use and novelty boxes.

MERCK & CO., Rahway, N. J.: W. A. Rothermel and C. W. Matson were present with a photomural display of their plant which produces candy ingredients.

MILLER WRAPPING & SEALING MACHINE CO., Chicago: The Corley automatic wrapping machine with electric eye control and the Corley-Keller sandwich maker were on exhibit and in operation.

MILPRINT, INC., Milwaukee, Wis.: R. E. Hanson and William Heller presented a display featuring many well-known candies that use their wrappers.

MURANE PAPER CO., Chicago: A display of cardboard rolls for automatic wrapping machines, base cards, trays and dividers was shown at this booth.

FRANK S. NANNA CO., Chicago: F. S. Nanna and R. S. Hislop were demonstrating a continuous marshmallow whipper with a 40 lb. per minute capacity.

NATIONAL EQUIPMENT CO., New York City: With one of the largest exhibits at the show, National introduced a new wire belt made of stainless steel and had on display many of their machines among which were a continuous vacuum cooker and a whole peanut blancher.

NATIONAL SUGAR REFINING CO., New York City: A display of Krist-O-Kleer products was featured at this booth.

NUMOLINE CO., New York City: With "the largest molasses jug in the world" on display to attract attention, T. M. Holicky centered interest on Grandma's Molasses and on an appetizing display of candies that are made with Nulomoline products.

PACKAGE MACHINERY CO., Springfield, Mass.: The DF-1 candy bar wrapper which, it is said, handles irregular shaped bars as easily as conventionally shaped ones attracted attention at this exhibit along with the first model of a new roll card feed for the DF-1.

PACK-RITE MACHINERY DIVISION, Techtmann Industries, Milwaukee, Wis.: Offering speed sealing the Krimpac way, Pack-Rite was demonstrating the packaging machine which it claims saves from 20 to 50 per cent of the packaging material used in most other wrapping methods.

PENICK & FORD, LTD., INC., Cedar Rapids, Ia.: With a booth that featured a large photomural of their plant, D. P. O'Connor, N. M. Kennedy and others were present to give information about their Penford and Douglas products.

C. M. PITT & SONS CO., Baltimore, Md.: W. D. Pitt and H. J. Thurber were present with a display that centered attention on their Maraschino cherries, glace fruits, flavors and syrups.

RCA VICTOR DIVISION, Radio Corp of America, Camden, N. J.: An RCA electronic metal detector attracted constant attention as it separated a steady stream of glass and metal marbles into two groups to demonstrate a new safety precaution available to food manufacturers and processors.

REYNOLDS METALS CO., Richmond, Va.: The uses of foil wrapping for everything from potato chips to pep-

permint drops were exhibited at this booth and to impress the display on visitors' memories, folders containing a variety of foil bags and wrappers were given away.

ROSS & ROWE, INC., New York City: J. E. Rowe, W. F. Schlesinger and others were present at Booth No. 1 to make sure visitors were aware of "Lecithin Headquarters of America."

SAVAGE BROTHERS CO., Chicago: R. J. Savage, Sr., presented new models of his improved marshmallow beater, chocolate and cream pumps, and fire mixer, all of them with the newest features possible.

F. J. SCHLEICHER PAPER BOX CO., St. Louis: In a large and decorative display frame, this exhibit featured a display of fancy and holiday boxes.

SENNEFF-HERR CO., Sterling, Ill.: Although all of their products were represented, Senneff-Herr's marshmallow topping was spotlighted by the generous-size sample cans that were distributed along with copies of *The Candy Makers' Guide*.

SHUMANN EQUIPMENT CO., Pittsburgh: A cellophane bag maker and crimper was in operation at this booth.

SPARKLER MANUFACTURING CO., Mundelein, Ill.: Several types of Sparkler horizontal plate filters for industrial use were on display here and one was in operation.

SPECIALTIES APPLIANCE CORP., Chicago: The Specialty nut roaster, nut cooling table, chip cooker and deep sea fryer were being displayed here by R. T. Keating and J. Oldham.

A. E. STALEY MANUFACTURING CO., Decatur, Ill.: An exhibit of corn and soy bean products along with formulas for their use in candy attracted the interest of all candy manufacturers at the exposition.

STEINHARTER & NORDLINGER, New York City: The Skanes Conche, manufactured in Stockholm, Sweden, was introduced at this exhibit and most chocolate manufacturers seemed to be highly impressed with the machine.

SYLVANIA DIVISION, American Viscose Corp., New York City: Mr. Cellophane presented a display that highlighted the many possibilities of packaging with cellophane.

TRAVER CORP., Chicago: Along with their exhibit of packaging materials, G. W. Traver and P. C. Traver supplied their booth with a water cooler which was appreciated by all visitors to the exposition.

TRIANGLE PACKAGE MACHINERY CO., Chicago: The "Elec-Tri-Pak" filling machine, an automatic weigher combined with a conveying unit in the machine, was filling cellophane bags with candy at a rate of about 30 bags per minute.

C. E. TWOMBLEY CO., Medford, Mass.: A variety of candy cups and box liners was featured at this booth.

UNION SALES CORP., Columbus, Ind.: A scale model of a Union Starch Refining Co. tank car centered attention at this exhibit which also displayed samples of corn products.

UNION STANDARD EQUIPMENT CO., New York City: The 1947 models of the Hildreth pullers was featured at the Union exhibit.

VACUUM CANDY MACHINERY CO., New York City: The gleaming copper kettles of the Simplex Vacuum Cookers on display at this exhibit attracted the attention of many visitors to the show.

VOSS BELTING AND SPECIALTY CO., Chicago: Among many types of belting displayed at this exhibit, interest centered mainly on the new Hi-Gloss, a plastic, cooling-tunnel belt which, it is claimed, gives a fine finish to the bottoms of machine coated chocolates.

WARFIELD CHOCOLATE DIVISION, Warfield Company, Chicago: Photomural maps of South America and Africa, shown as the major sources of cocoa, were on display at J. D. Warfield's exhibit.

WEGNER MACHINERY CORP., Long Island City, N. Y.: The feature of this booth was a chocolate cooker and mixer which had just recently been passed as satisfactory

under the strict requirements of the State of New York Sanitary Code.

WEINMAN BROTHERS, Chicago: Transparent, plastic boxes with special seasonal designs on the covers were being displayed by the Weinmans.

JOHN WERNER & SONS, INC., Rochester, N. Y.: A machine for automatic production of all types of hard candies of spherical shape attracted considerable attention at this exhibit.

WHITE STOKES CO., INC., Chicago: J. E. Stokes had on display a variety of his products, including Whisto Jel, Superkreme and Whisto Solids Fondax.

WHITSON PRODUCTS DIVISION, Borden Co., New York City: Among the many products on display at this booth was a newly developed protein which Whitson has perfected for hard candies and which, it is expected, will shortly be ready for use in soft candy.

Over 5,000 Attended Record NCA Convention

(Continued from page 33)

Confections, Inc., Chicago, vice-president; and Arthur L. Stang, of the Shotwell Manufacturing Co., Chicago, secretary-treasurer. Irvin C. Shaffer, of Just Born, Inc., New York, was elected vice-president.

Named to the board of directors, with terms expiring in 1949, are: Robert H. W. Welch, Jr., Cambridge, Mass.; Herman L. Heide, New York; John Henry, Philadelphia; Richard Hardesty, Jr., Richmond, Va.; Neal V. Diller, Chicago; Harry Sifers, Kansas City, Mo.; Kenneth L. White, Oakland, Calif.

Continuation of sugar controls until October 31, at which time the world sugar supply should be studied with a view toward extending rationing, was recommended in a resolution adopted by the convention.

Other resolutions included: (1) recommendation that proper government agencies study the present peanut support program, so as to "eliminate any possibility of discrimination against users of edible peanuts," (2) opposition to discriminatory taxes against the confectionery industry, (3) urging of highest sanitation standards, (4) recommendation that the industry work for harmony and fair dealing in the relations of management and labor.

President of Huyler's Dies

ROBERT EMERSON SWART, president since 1942 of Huyler's, New York candy chain, died May 6 at the age of 46 while in Tucson, Ariz., where he had gone to recuperate from a heart attack suffered last January.

Member of an old American family, Mr. Swart was born in Detroit and studied at the University of Michigan. He was graduated cum laude in 1922 with a degree in mechanical engineering and then attended the School of Law at New York University from 1922 to 1925.

Mr. Swart served in 1945 as a member of the executive committee of the Ass'n of Manufacturers of Confectionery and Chocolate, New York. At one time he directed the activities of 56 utility companies in 13 states. He headed his own investment company, R. E. Swart and Co., Inc. He had been a director of Louis Sherry, Inc., the Munson Line, the American Engineering Co., and the Farraday Electric Corp. Recently Governor Dewey appointed him a trustee of the New York Institute of Applied Arts and Sciences. He was also treasurer of the New York County Republican Committee.

He leaves a widow, the former Marion Louise Robinson, whom he married in 1927.

Liquid Sugar in Candy Manufacture

By DR. STROUD JORDAN
American Sugar Refining Co., New York

IN ANY CONSIDERATION of liquid sugar, it should be remembered that 20 years ago it was an experiment; today it is an accepted product. Wherever food processing plants are located near an adequate source of supply—and this is a prime requisite—its use is widespread and growing. It must not, however, be considered as just another grade of sugar to be selected at will by the user, as he would select medium fine, fine, extra fine, or powdered. It is a liquid and must be handled in an entirely different manner. It has its advantages; and it has its limitations. A full consideration of each is necessary before a prospective user can reach trustworthy conclusions. For present information we will give such consideration, but first we will compare commercially available varieties.

A simple solution of sugar in water is the most widely accepted type. In such a solution we find approximately two pounds of sugar to each one pound of water. A typical range in composition may be represented by but is not necessarily limited to the following:

Sugar (Sucrose)	66.7	-	67.3
Invert Sugar	0.05	-	0.25
Water	33.0	-	33.3
Ash	0.03	-	0.07
PH	7	-	7

This product is maintained at neutrality (PH-7) unless otherwise specified. Samples have been examined, however, that showed a value as low as 5.5.

The partially inverted types are next in the order of volume acceptance. In them the total sugar solids may vary from 73-76 percent. A typical range in composition of the more acceptable varieties will show:

Sugar (Sucrose)	35	-	45
Invert Sugar	30	-	40
Ash	0.07	-	0.09
Water	25	-	27
PH	5	-	6.5

Obviously, it is possible to adjust the ratio of sugar to invert sugar, as is frequently specified, however the range given will cover those types that are sometimes called No. 3, manufacturers, partially inverted or preservers liquid sugar. They have the largest acceptance of all varieties in this division.

And now we have a variety with which the confectioner has been familiar for many years—the fully inverted sugar syrups. They contain from 75-78 percent of total sugars of which not more than 5 per cent is unchanged (sucrose). These varieties are in small but material acceptance volume and usually reach the confectioner as drum merchandise. In only rare cases have they been delivered in tank trucks or tank cars, for whenever required volume reaches such magnitude the confectioner usually produces his own requirements. In our general consideration of liquid sugar these varieties will be omitted.

Then, in passing and as a matter of record, we will refer to the less pure grades of liquid sugar that contain

varying percentages of sugar, invert sugar, ash, color, and organic non-sugars. In addition there are many non-descript blends that have been available during the emergency. None of these hold interest for the confectioner. They will also be omitted from later consideration.

Our present consideration will be limited to the first and simplest type since this is the only one of general, over-all acceptance by the confectioner. It is simply a liquid that is two-thirds sugar and one-third water in which invert sugar rarely exceeds 0.25 percent, wet basis. In a vast majority of cases it can be used to replace solid sugar on an equivalent solids basis. Thus 300 pounds of such a liquid sugar is equivalent to 200 pounds of dry sugar. But what advantages will be derived?

As a first consideration the 200 pounds of sugar solids in the 300 pounds of liquid sugar presently sell for 15 points below the base price for fine granulated sugar. This minus differential is not fixed and may be subject to slight variation.

As a second consideration there are economies to be affected in handling and storage if the user's plant is close enough to the source of supply to obtain tank truck deliveries. Under such conditions from 1500 to 3000 gallons of liquid sugar can be delivered from the tank truck into the user's tank in 30 to 45 minutes. This saves all inside plant labor now required in accepting, trucking, piling, transporting to point of plant use, dumping, and dissolving of the dry sugar. There is also an economy of space affected, since the user's tank can be located on his plant roof, in the basement, or in other places where space is not at a premium.

As a third consideration, liquid sugar reaches the user's plant free from possible contamination after leaving the refiner's plant, and, if the user's tank is kept in a sanitary condition, no contamination can result. It only remains for the user properly to vent his tank to allow for expansion and contraction of the inside air that is caused by changes in temperature, and to permit only sterile air to enter the tank to keep the whole system under positive sanitary control.

As a fourth consideration, it can be readily seen that the sugar required in formulas is easily controlled. Any of the standard metering or weighing devices can be introduced into the syrup line and some of them are automatic. This makes batch control at one central point a possibility and thus assists in the stream-lining of plant operation.

Liquid sugar, wet weight, takes the same rail freight rate as dry sugar. This is a decided drawback to widespread acceptance and in addition it requires the use of tank cars that have capacities of 8,000 or more gallons, instead of the average freight car that is used for shipment of solid sugar in bags or barrels. In the 8,000 gallons that are composed of two-thirds sugar and one-third water, by weight, there will be approximately

594 bag equivalents (59,384 lbs.) of dry sugar. In this same 8,000 gallons we find 29,248 pounds of water which cost just as much to ship as 292 bags of sugar. It is therefore evident that the 594 bag equivalents in the tank car will cost as much to ship as 886 bags of dry sugar. In other words its freight rate will be almost 1.5 times that for an equivalent weight of dry sugar. It won't take many miles to wipe out all direct and contributory savings that have been previously listed.

Next we are faced with the necessity for railroad sidings alongside plants or an additional cost for trucking from siding to point of use. And most users may have decidedly limited tank storage capacity. Suppose we explore this condition. To handle an 8,000-gallon tank car, even with a railroad siding, will require a 10,000-gallon receiving tank, since such a tank may not be completely empty at the time of receipt of a full tank car. To accept another tank car will require an additional 10,000-gallon tank.

In round figures, these two tanks will hold the equivalent of 1,500 bags of sugar, dry basis. If a confectioner's yearly usage is 75,000 bags, his average weekly requirement will be approximately 1,450 bags. At peak production, this requirement will be exceeded and the two tanks will not hold a week's supply. Under these conditions it is obvious that we cannot set up a reserve supply of liquid sugar and will be forced to maintain a back-log of dry sugar. Nor will he have capacity to accept extra liquid sugar on an advantageous price consideration.

Our previous consideration does not apply to the confectioner who is close enough to an adequate source of supply, except in so far as capacity to accept extra liquid sugar on an advantageous price consideration is concerned. Even with two 5,000-gallon receiving tanks he can accept up to 10 tank loads of liquid sugar per week, of 3,000 gallons each. This will make approximately 2,200 bag equivalents of sugar available to

him.* But he must still keep a backlog of dry sugar against emergencies, and to lay in any inventory he wishes to build up under attractive price conditions.

And what about plant efficiency? There is more water to be removed from a 67 Brix (36 Baume) liquid sugar than from the average hot solution of sugar in water that is made by the confectioner. It must be removed by boiling or reduced by "stuffing" with dry sugar. If no dry sugar is used, a preheating kettle will be required to remove excess moisture before the liquid sugar is used in a confection batch in order that the same outrun will be maintained. And this means extra equipment, or prolonged cooking time in larger batch kettles, with an attendant increase in color formation. In the majority of cases the liquid sugar is "stuffed" with enough dry sugar to bring the water down to plant practice. But here again we have the necessity for maintaining a stock of dry sugar at all times.

This consideration has only touched the high spots. Much more could be said both as to advantages and as to limitations but time does not permit. The intention has been to present both sides of this picture and then to let you be your own judge. Many of you can use liquid sugar economically; many cannot. To sum up, among the many advantages are:

- 1.—Lowered cost per sugar unit
- 2.—Economies in handling and storage
- 3.—Promotion of sanitation
- 4.—Streamlining of production

Among its limitations are:

- 1.—Increased transportation costs
- 2.—Limited storage capacity of users
- 3.—Excess water to be removed during cooking
- 4.—Inversion and color formation due to longer kettle time.

* (This assumes continuous daily confectionery production and continued withdrawal of required liquid sugar from the user's tanks.)

Preventive Labor Relations

By DR. ROBERT N. McMURRY

Labor Relations Consultant, Chicago

THE OBJECTIVES of a sound personnel and labor relations program should be to create and maintain a work force which is stable, productive, satisfied, and loyal to management. Without these characteristics in its work force, no business can succeed. These are the *intangible* assets every company must have. Physical assets alone are not enough. Without these characteristics, also turnover costs become excessive and production costs rise.

Reaching these objectives is possible through three groups of activities: (1) proper initial selection and placement, (2) proper handling of employees after they are hired, and (3) effective collective bargaining, where employees are organized.

Included in proper selection and placement are screening interviews, tests, telephone checks, interviews, and other modern techniques. Such selection measures help eliminate the obviously unfit quickly and without loss of good will. They also help evaluate in advance of employment the applicants' intelligence, aptitudes, and skills—as well as their stability, industry, ability to get along with others, loyalty, self-reliance, leadership, ma-

turity, and motivation. On the basis of the findings, individuals may then be placed in jobs in terms of their intelligence, skills and aptitudes, and personality qualifications.

Proper handling of employees after they are hired necessitates maintenance of adequate personnel records, indoctrination, and acclimation as a start. The new employees should be welcomed into the organization, be given a background of the firm and its products as well as a chance to ask questions. Personal introduction to supervision, the use of departmental sponsors, and informal follow-up interviews after 10 days or two weeks will help in this acclimation.

Training should be sufficient both for adequately teaching the new employee his job and for up-grading purposes. Job evaluation studies, wage and salary administration programs, and wage incentive plans can be utilized to insure that his compensation is in line and provide incentives to work. Periodic ratings will, likewise, assure that merit is recognized.

Adequately trained and selected supervision is also important. Modern selection and training techniques, as

well as opportunities for candidates to serve as understudies, can help along these lines.

Clear communication channels should be maintained—both upward and downward—between management and workers through the personnel department. Such a policy will (1) provide outlets for employee grievances, (2) enable management to take the initiative in discovering and correcting sources of employee dissatisfaction, and (3) enable management to tell its side of the story and to sell itself to its employees.

Appeasement never pays in labor relations and is not effective collective bargaining. The goal of collective bargaining is the achievement and maintenance of a bargaining position in which the normal "give and take" of collective bargaining can take place and union representatives have respect for company negotiators.

This is accomplished through having:

- 1.—Adequate personnel records.
- 2.—A complete knowledge of the company's rights under the law.
- 3.—Experienced and courageous negotiators. (It is inadvisable to allow amateurs, no matter their position in the company or how good their intentions, to do negotiating. This is a highly skilled and technical field, and union representatives are well experienced in it.)
- 4.—Complete support from top management, even to the point of taking a strike, if necessary.

5.—Complete unity among members, where bargaining is handled on a group basis.

To produce results, a personnel and industrial relations program should have an adequate budget and quarters. Status in the company is essential for the department head. He should be a vice-president or an assistant to the president, so that he will be able to (1) hold his own in cases of differences of opinion with other executives and (2) have prestige in dealing with union representatives. Qualifications for a man to head up the program include: (1) intelligence, (2) practical knowledge of personnel and industrial relations work, (3) initiative and open-mindedness, (4) courage and strength of character, (5) ability to see ideas, and (6) leadership.

The cost of mistakes in personnel and industrial relations comes wholly out of profits. It is evidenced in excessive turnover, lowered production, strikes, and other labor problems. Although these are hidden costs, they may be sizeable. One company with 6,000 employees estimates turnover alone cost it \$1,000,000 in one year. Another company with 500 salesmen estimates nine-months' turnover cost \$320,000.

Such costs can be materially reduced by a sound program. The techniques mentioned are not academic or theoretical. They are based upon sound, practical common sense. They work.

\$687,000,000 Candy Sales in '46

By GEORGE F. DUDIK

Foodstuffs Division, U. S. Dept. of Commerce

THE YEAR OF 1946 was a period of postwar adjustment. For the confectionery industry, it was a year of limited production but of record breaking dollar sales resulting from higher prices.

Confectionery manufacturers' sales reached the all-time high of \$687,000,000 on the wholesale level during 1946. This was about 10 per cent more than the industry received for its output in 1945 and was even \$29,000,000 greater than the value of sales made in 1944, the previous peak year.

However, the volume of goods covered by the 1946 record of dollar sales was only 2,438,000,000 pounds, the smallest candy production since 1940, and the second successive decrease shown by the industry since 1944. The 1946 poundage was about 5 per cent below 1945 and was 366,000,000 pounds short of the record output of 1944.

Production in 1946 was held down by the scarcity of materials. With sugar rations limited to 50 per cent of 1941 consumption during the first quarter, and to 60 per cent for the balance of the year, candy manufacturers sorely missed the store of quota-exempt ingredients they had been able to tap during the war years when they were filling military orders for candy.

In 1946, the government purchased only about 5 per cent of national confectionery output. The preceding year, government orders accounted for about 18 per cent of candy manufacturers' sales and in 1944 for about one-fourth of all production.

Termination of price controls in the autumn of 1946 brought rises in prices for candy ingredients and for various lines of finished confectionery. The general in-

crease in the average wholesale price at which producers sold candy is estimated at 4 cents per pound. This rise brought the 1946 average wholesale value of candy up to 28.2 cents per pound, which was about double the

Table I

Changes in Confectionery Sales of 379 Identical Manufacturers				
	Number of firms	1945	1946	Percent change
Pounds				
Manufacturer-wholesalers	318	1,479,571,707	1,417,526,088	- 4.2
Manufacturer-retailers	50	48,799,882	46,970,156	- 3.8
Chocolate manufacturers	11	270,625,026	245,303,174	- 9.4
Total	379	1,798,996,615	1,709,799,418	- 5.0
Dollars				
Manufacturer-wholesalers	318	364,564,802	406,972,223	+ 11.6
Manufacturer-retailers	50	19,432,722	20,704,672	+ 6.5
Chocolate manufacturers	11	73,710,252	79,692,786	+ 8.1
Total	379	457,707,776	507,369,681	+ 10.9

depression level prices of the early 1930's and about 5 cents more than the industry received in the years prior to 1929.

The advances in prices of candy brought 1946 sales of all three major classes of confectionery producers (manufacturer-wholesalers, chocolate manufacturers, and manufacturer-retailers) ahead of their 1945 returns. Manufacturer-wholesalers' dollar sales moved up 11.6 percent in the reporting sample of 318 such producers who made figures available for 1945 and 1946. At the same time, the poundage of goods made by this group dropped 4.2 per cent.

The greatest proportional decrease in poundage appeared among chocolate manufacturers who felt the impact of abrupt rises in price of cocoa beans immediately

and more directly than most other confectioners. Chocolate manufacturers' output in the candy field, composed primarily of solid chocolate bars, dropped off 9.4

Table II

Average Wholesale Value of Confectionery Sold by 379 Identical Manufacturers, 1945-46.

Product	Average value per pound		Change in average value	
	1945	1946	Dollars	Percent
Bar goods:				
Molded chocolate	\$0.281	\$0.321	+ .040	+ 14.2
Chocolate-covered	.220	.254	+ .034	+ 15.5
Other bars	.246	.259	+ .013	+ 5.3
Other 5c and 10c specialties	.256	.276	+ .020	+ 7.8
Package goods to retail at:				
\$1 or more per pound	.722	.735	+ .013	+ 1.8
50c to 99c per pound	.403	.411	+ .008	+ 2.0
Less than 50c per pound	.177	.190	+ .013	+ 7.3
Bulk goods:				
Solid chocolate	.244	.291	+ .047	+ 19.3
Chocolate-covered	.263	.310	+ .047	+ 17.9
Other bulk	.169	.221	+ .052	+ 30.8
Penny goods	.162	.182	+ .020	+ 12.3
Total	.254	.297	+ .043	+ 16.9

percent in poundage while their dollar sales advanced 8.1 per cent.

Manufacturer-retailers were in an intermediate position. Their poundage fell 3.8 percent while their sales rose 6.5 per cent.

The heaviest decreases in physical volume of candy occurred in the output of chocolate-covered bars and of non-chocolate bulk confectionery. There were also substantial decreases in non-chocolate bars and in package goods retailing at less than 50 cents per pound. While poundage in these lines fell off, taking down with them the total volume of candy production, other lines showed minor increases. Poundage of package goods retailing at over \$1 per pound went up more than 34 per cent.

Price advances varied considerably for different types of goods. The least gains were reported for packaged goods, principally packaged chocolates. Such goods evidently reached a price peak earlier than other items. Packages intended to retail at more than \$1 per pound brought manufacturers 1.3 cents per pound above the 1945 wholesale average. Packages retailing at 50 to 99 cents

brought producers only 0.8 of one cent per pound more than in 1945. These narrow gains, compared with rises up to 5 cents per pound on less expensive types of candy in the bar and bulk fields may have indicated that a

Table III

Percent Change of Confectionery Sales by 329 Identical Manufacturer-Wholesalers,¹ by Type of Product, 1945-46

Product	1945	1946	Percent change
		Pounds	
Bar goods:			
Molded chocolate	247,458,002	249,229,855	+ 0.7
Chocolate-covered	589,170,138	557,507,616	- 5.4
Other bars	123,883,150	109,283,971	- 11.8
Other 5c and 10c specialties	167,267,893	160,088,839	- 4.3
Package goods to retail at:			
\$1 or more per pound	73,696,477	98,989,727	+ 34.3
50c to 99c per pound	55,183,649	56,451,672	+ 2.3
Less than 50c per pound	90,916,819	70,736,775	- 22.2
Bulk Goods:			
Solid chocolate	14,776,066	11,516,830	- 22.1
Chocolate-covered	82,849,380	85,130,509	+ 2.8
Other bulk	243,033,239	213,441,068	- 12.2
Penny goods	61,971,920	50,452,400	- 18.6
Total	1,750,196,733	1,662,829,262	- 5.0
		Dollars	
Bar goods:			
Molded chocolate	69,567,875	79,888,267	+ 14.8
Chocolate-covered	129,674,955	141,448,526	+ 9.1
Other bars	30,308,524	28,356,496	- 6.4
Other 5c and 10c specialties	42,748,318	44,116,220	+ 3.2
Package goods to retail at:			
\$1 or more per pound	53,790,082	73,518,344	+ 36.7
50c to 99c per pound	22,335,945	23,103,197	+ 3.4
Less than 50c per pound	16,094,335	13,430,949	- 16.5
Bulk goods:			
Solid chocolate	3,604,531	3,356,897	- 6.9
Chocolate-covered	19,960,070	24,159,716	+ 21.0
Other bulk	40,132,262	46,092,974	+ 14.9
Penny goods	10,068,148	9,193,423	- 8.6
Total	438,275,054	486,665,009	+ 11.0

¹ Includes 11 chocolate manufacturers.

saturation point was being reached in dollar-a-pound package goods and that about as much of such merchandise as consumer demand would absorb.

The reduced volume of non-chocolate bulk confectionery reaching the market—including such items as hard candy, gums, jellies, caramels, and similar goods packed in bulk—showed the most spectacular increase in price. The reduced quantity of these goods made commanded prices averaging more than 30 per cent above 1945.

The Outlook for Fats and Oils

By CHARLES E. LUND

Chief, Foodstuffs Division, Dept. of Commerce

OVER 35 MILLION POUNDS of fats and oils are used yearly by the confectionery industry, not including cocoa butter. Of primary importance in this group is coconut oil. This product, freed from wartime control over its use, is once again generally available as a result of the success of the reconstruction program for the copra industry in the Republic of the Philippines.

Shipments have continued high in 1947. Exports of 114 thousand tons in March were exceeded only by the record 118 thousand shipped in October, 1946. The estimate of total copra output in 1947 has been revised recently, and production will probably reach 900 thousand tons, of which 800 thousand would be available for export and 100 thousand used domestically. Such a production figure would be more than 20 per cent greater than in the prewar period. Higher prices have stimulated the opening up of new areas and a greater than normal col-

lection of coconuts in the traditional producing areas. Although recent declines brought the price down to around \$155 a ton, this was still more than three times the prewar figures. Currently, the market has recovered somewhat as a result of increased copra export allocations, released May 19.

Excluding Argentina, from which export supplies have not reached expectations, the Philippines is the major non-colonial source of fats and oils at the present time. The United States is not receiving its pre-war percentage of copra from the Republic, since supplies are diverted to help meet needs of countries whose normal sources of supply are not producing at prewar levels.

Receipts of copra have been heavy in 1947. The United States was shipped from the Philippines about 60 per cent of this year's allocation—452 million pounds, in terms of oil, by May 1, taking into account reexports

from this country and crushings for the account of other nations.

Our new supplies of coconut oil reached 214 million pounds in the first quarter of 1947, as compared with only 41 million pounds in the first quarter of 1946, and 166 million pounds in the January-March period of 1941. Approximately half our supply in the 1941 quarter was obtained in the form of imports of oil; whereas such imports were just 8 million pounds in the first three months of 1947.

During the war Brazilian tucum and murumuru kernels were available to the confectionery industry even under the restrictions of War Food Order 43 covering lauric acid oils. Imports of murumuru kernels remained about 1 million pounds yearly, but tucum kernels rose to 13 million pounds, double the prewar average. With coconut oil now in good supply and receipts of tucum and murumuru continuing from Brazil, the confectionery industry will face no shortage of fats and oils. Although such edible vegetable oils as cottonseed, corn, and peanut will be limited for the remainder of the season, the relatively small amounts needed in your products should be available.

The price you will pay for your materials will be affected by the entire fats and oils picture because the interchangeability of the oils results in an interaction throughout the field.

Now toward the end of 1946-47 season, we can get a clearer indication of domestic output. Early estimates

envisaged supplies at 1945-46 levels. Recently, more favorable reports on lard, butter and soybean oil indicate a total crop year production of 9.2 billion pounds, 4 per cent higher than the 1945-1946 crop, although almost 2 billion pounds less than the peak 1943-44 output of 11.1 billions pounds.

In the months following the removal of utilization and price controls in October and November 1946, industry drew on supplies of edible vegetable oils to meet high consumer demand. By the first of May this year, we had utilized 73 per cent total cottonseed oil supplies for the 1946-47 crop year, compared with 60 per cent used by the same date in 1946. At the same time 59 per cent of the crop year's supplies of soybean oil had disappeared into consuming channels or through exports, compared with 50 per cent by the end of April in 1946. These supplies include opening stocks and estimated crop year production.

The remaining available supplies of soybean and cottonseed oil, as of May 1, were some 354 million pounds less than at the same time last year. However, it is apparent now that lard and butter production will be higher than previously estimated and scheduled exports of fats and oils lower for the second and third quarters this year than last. These increases to domestic supplies more than offset the decline in vegetable oil availability for the remainder of this season. The result should be an easier situation than last summer, when

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Anti-Oxidants and Flavor Changes

By DR. ALADAR FONYO

*Vice-President in Charge of Production
Wm. J. Stange Co., Chicago*

THERE ARE MANY causes for deterioration of flavor in storage. The most puzzling is the one caused by atmospheric oxidation.

Certain substances contained in foods have the tendency to combine spontaneously with the oxygen of the air. This reaction is called autoxidation. Compounds with double bonds in their molecules such as the glycerides of the unsaturated fatty acids or the terpenes of essential oils are especially susceptible to oxidation. The oxidized substance becomes a new compound or polymerizes into several new compounds. The result is a loss of the original flavor or the development of foreign flavors. Fats and oils get rancid, cream and dried milk become tallowy, and citrus fruit oils develop a terpeny flavor.

Oxidation in foods not only causes loss of palatability but an impairment of their color and the destruction of some of their nutritive elements, especially of Vitamin A.

Heat accelerates all chemical reactions. Therefore, storing of foods at low temperatures reduces the rate of oxidation. Exposure of foods to light greatly accelerates oxidation. So, the storing of foods in darkness or the use of opaque wrappers or metallic foil is recommended to protect them from the effect of light.

Metals, especially copper and to some extent iron, increase the rate of oxidation. Copper salts in as small concentrations as two parts per million were detrimental to flavor, while tin and aluminum were inactive even at concentrations of 100 parts per million. Enzymes (lipoxidase) are very often present in animal tissues and in

vegetables. They are organic catalysts and highly accelerate the oxidation process.

The autoxidation of fats proceeds in a definite pattern. At first, the reaction is comparatively slow with hardly any noticeable change in flavor and other physical characteristics. This is called the *induction period*. It is followed by a rapid oxidation of the substances accompanied by drastic chemical changes and rancidity development.

In the midst of intensive efforts in search of naturally occurring antioxidants, nordihydroguaiaretic acid (N.D.G.A.), was discovered accidentally. The College of Pharmacy of the University of Minnesota was investigating the pharmaceutical properties of herbs and weeds used in the practice of Indian medicine. From one of them, the creosote bush, an active substance was isolated and identified as nordihydroguaiaretic acid. When its structural formula was established Dr. Lundberg recognized it as a potential antioxidant and investigated its properties in collaboration with Dr. Lauer under the direction of Dr. Halvorson of the Hormel Institute. They found its antioxidating efficiency far surpassing all others discovered before.

The plant in which nordihydroguaiaretic acid was discovered grows abundantly in our country, in the arid areas of Texas, New Mexico, Arizona, California, Nevada, Colorado and in Old Mexico. It is the only plant known to contain N.D.G.A.

N.D.G.A. is a well defined chemical compound. Its molecular formula is $C_{18}H_{22}O_4$. Its structural formula is

described as beta gamma dimethyl, alpha delta-bis (3, 4 dihydroxy phenyl) butane.)

N.D.G.A. is a white crystalline powder of a yellowish hue. The crystals appear as flat needles under the microscope. It has a melting point of 184° C. It is very soluble in alcohol and ether, slightly soluble in chloroform, hot benzene or hot water. It is insoluble in cold water. It is quite soluble in vegetable and animal oils and fats and in essential oils; in most of them we can dissolve over 100 times the amounts of N.D.G.A. that are necessary for their protection.

All of the fatty ingredients of the confections are susceptible to oxidation, chocolate, cocoa butter, hardened vegetable oils, dairy butter, cream, milk, nuts, etc. Some of them are more readily oxidizable than others depending on their composition and on the protective action of their natural antioxidants. It is generally acknowledged that chocolate, cocoa butter, vegetable fats and oils have excellent stability. Nevertheless, under conditions favorable to oxidation they become rancid in a comparatively short time. I want to mention a few examples:

When vegetable oil is used as slab dressing, the hot candy is poured on a thin layer of oil and much of its natural antioxidant is destroyed by the heat in the presence of an abundance of air. This oil then adheres to the surface of the candy in a thin film, which exposed

to air becomes very susceptible to oxidation. Indeed, this is the source of a great deal of your rancidity trouble.

Fudge furnishes another illustration. In its manufacture you mix sugar, syrup, milk, butter, vegetable oil and cook the mix at a high temperature. It being a grained confection, you allow the sugar to crystallize. A thin film of fat clings to the surface of the crystallized sugar which exposed to air gets rapidly oxidized and rancid. The same condition exists in all your grained confections, icings, grained nougats, butter brittle, etc.

If these confections contain a high percentage of butter, as in butter toffee tallowiness develops within a few days. In buttercream centers, rancidity develops within a few weeks.

It is evident that dairy butter, cream and milk, are the most readily oxidizable ingredients of the confections. Butter fat contains very little natural antioxidants and an addition of a suitable antioxidant is highly desirable. Research at the Department of Dairy Husbandry of the University of Illinois indicates that N.D.G.A. is highly efficient in retarding oxidative flavor changes in dairy products.

The antioxidant should be added at the source, that is, by the manufacturer. The oxidation process begins

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Profit Possibilities of Research

By DR. THOMAS M. RECTOR
Vice-President, General Foods Corp.

MANY OF US SEE CLOUDS on the business horizon considerably bigger than a man's hand. Before starting any new activity a good business man should always consider whether or not it is going to pay off. Research should be no exception. If the confectionery industry can make more money and do a better service to the public by *not* doing research, then by all means, don't do research.

Obviously, if I had the slightest idea that there was no pay-off to research in the confectionery industry, I would not have accepted the invitation to talk to you today. I am as certain as I can be of anything that if you develop a good research program, finance it properly, put it under the right direction and stay with it, the pay-off to the industry generally will be more per dollar invested than in any other activity in which you can invest your dollars.

How can you be sure that this is true? Of course, I cannot prove it in absolute terms. The circumstantial evidence that research pays off, however, is overwhelming. Starting only with research, management, and money, entirely new industries are springing up around us. Compared with the food industry, transportation, and your own confectionery industry, photography, radio and electronics are infants; but look how they have grown with nothing but research discoveries as a base.

Now, why should the confectionery industry and its individual members have research and development programs? You need a research and development program because research can do for you the following important list of things:

1.—It can establish new facts by fundamental research.

- 2.—Develop new products.
- 3.—Improve old products.
- 4.—Develop better methods of product protection.
- 5.—Improve manufacturing processes.
- 6.—Improve manufacturing equipment.
- 7.—Develop new raw material sources.
- 8.—Develop more value from by-products.

Certainly any agency which can accomplish all of these objectives is worthwhile.

If you doubt that it is important to establish new, fundamental, scientific facts, consider a few scientific discoveries which you did not make yourselves, but of which you were the benefactor. For instance, the discovery of hydrogenation of fats gave you tailor-made hardened vegetable oils for innumerable uses in the candy factory. This job was done by the oil and fat industry.

Think how important it was to the confectionery industry when some unsung hero figured out what caused chocolate creams and maraschino cherries to blow up and how to stop it.

The discovery of fundamental new bleaching carbons for sugar has given many of you the use of liquid sugar in your plants at savings in raw material cost and labor.

Fundamental research is the search for new scientific facts—the kind of facts you need in order to know your business better. I put it *number one* on my list because I consider it, by far, the most important of the many things that research and development can accomplish.

The other seven items are primarily devoted to new product development and improvement of your present products with respect to quality and cost.

Your Association can also invest to great advantage in

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"The Most Important Factor That We Deal with in Production Is Men"

Quality and Quantity Production

By BERNARD MURPHY

Vice-president in charge of production, Switzer Companies, St. Louis

IN QUANTITY AND QUALITY production you cannot take anything for granted. You must plan, and plan systematically. Systematic planning is important because it not only helps us to foresee the obstacles and interruptions in the flow of production, but it helps us to foreshape the flow itself, so that all obstacles and interruptions will be reduced to a minimum, if not entirely eliminated.

Now what are the principles underlying the exercise of systematic planning? These principles are anticipation and prevention. Under these principles we anticipate everything that is required for a continuous flow of production and take steps to prevent any obstacles or interruptions from disturbing the production flow. We make a careful analysis of all the work in a department and analyze the requirements of each job. We determine the relationship of each job to all other jobs, step by step in the process flow, and coordinate their activities into an uninterrupted flow of production. We anticipate and prevent anything that might interfere with such a program, all the way from the ingredients to the proper functioning of the production tools and equipment. We set up standards and specifications for the raw materials and prevent any departure from such specifications. We set up reasonable performance requirements for all mechanical equipment and prevent any departure from them. We anticipate everything for quantity and quality production and take nothing for granted. This method is production control. It leads to better methods; it leads to greater production; it leads to finer quality; it provides accurate production and cost records and the basis for policy determinations.

There is absolutely no reason why we in the candy business cannot have a record of every batch—we mean every batch made. Schedule and route that batch through the plant, through all of its processes, upon a

certain time schedule, from the time the batch is assembled until that same batch is laid in the shipping room. We should be in a position to tell where Batch No. 5, for instance, happens to be at any hour of the day. We should know exactly how many units have been delivered into the shipping room at any time of the day. That takes into consideration even those goods whose component parts are made in different departments or whose processing are necessarily of a delayed nature, such as gum work, pan goods, etc. Our raw materials, boxes, cases, paper and everything pertaining to manufacturing should be scheduled, in their proper amounts, to their proper places, at the proper time. We should take nothing for granted. We should practice anticipation and prevention and achieve quantity production.

Must Build Quality

Many persons operate on the theory that the inspector determines quality. Inspection does not determine quality. Inspection, in the majority of cases, only picks good pieces from bad. Quality must be built into a product; quality cannot be inspected into a product.

The main factors of quality include: product design, material used in product, manufacturing methods and processes, equipment and its functions, and quality control.

Product design. We are all acquainted with the sales appeal of product design, but are we acquainted with the problems that confront us when we attempt to create a certain design with utility and maintain the quality of that design in each unit of product manufactured? The maintenance of the design that gives consumer satisfaction is highly important.

Material. It is positively essential that a specification of a standard be determined and absolutely maintained. Any material used in place of an accepted material should be first tested in the laboratory or trial

kitchen before being placed in the regular batches in the production line.

Manufacturing methods and processes. The methods and processes which have been proven and determined upon must be maintained with the most diligent care and skillful workmanship. Any deviation, regardless of extent, is bound to affect quality of finished goods.

Machinery, equipment, functions. Machines are designed to perform certain functions, and these functions can only be performed efficiently under conditions favorable to them. Any deviation from these requirements must necessarily affect the quality of the goods it is handling.

We know that there are many grades and price values of quality, but every product of every grade is capable of falling into one of five classifications: Standard of quality, extra high quality, super quality, sub-standard quality, and low quality. Each classification has many degrees, and as you continue to rise in one, you eventually enter the other until you reach a high degree of super-quality. Likewise, as you continue to fall in one, you enter the other, until you reach a low degree of low quality, and that means scrap.

Constant Quality

If you produce a certain piece of goods of uniform quality that is highly acceptable to the consumer, that then becomes your standard of quality and you must then try to maintain the same high degree of quality at all times. You must never permit it to fall by degrees in that bracket until it becomes a sub-standard, much less permit it to fall all the way into low quality bracket.

In case you decide for one reason or another to raise your quality into the higher bracket of extra high quality, or even higher into the super-quality bracket, you must main-

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tain that quality or production, and it then becomes your standard of quality. You may readily see that if you returned to your old standard of quality, your consumers would feel that they were receiving a sub-standard product.

It is of course highly commendable to constantly strive to increase the quality of your product in every respect, but unless you can do so by the introduction of new ingredients or new methods of production, you are only courting trouble if you permit your goods to deviate from a high degree of an accepted standard of quality.

Therefore, with a knowledge of the operation of these forces constantly at work, we must take measures to see that every factor and every operation lives up to determined standards of production. We must remember quality must be built into a commodity in every stage of its evolution, and especially is that true of candy.

The production man must constantly check his costs. He cannot under any circumstances neglect or disregard this important function. To do so invites disaster. He must not only know what the daily total costs of production amount to, but he must know the cost of every operation in the plant. That means not only the direct production costs, but also all indirect production costs; not only the variable costs, but also the fixed costs. A cost analysis should be made of every job operation and a cost determination made. A daily cost record should then be kept of every operation. If each particular job cannot be so handled, then a grouping of jobs should be arranged for cost purposes. In this manner of handling costs, we can place our finger on the very places where any changes in cost occur and therefore readily determine the cause.

The most important factor that we deal with in production is men. The reason is that, unless we receive the benefit of the intelligence of man, every other factor becomes static. In order to receive the benefits of the full intelligence of every person in our organization, therefore, we cannot just take for granted that we shall receive it because they are members of our organization and are being paid in money to perform, constructively, some function or other. We must do something else about it.

It has always been my contention that practically every person who

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enters the employ of a concern does so with the intention of extending full cooperation, in every respect, with their new employers. Regardless of the present consternation over the so-called labor situation or labor attitude, we can still retain and develop more fully the natural tendencies of man to be a member of the first team and extend himself in the way of cooperation and constructive activity in making that team a winning one. How can this be accomplished? This can be done in one respect by proper training in the proper manner of accomplishing his duties, so that his self-respect and personal dignity will be preserved in all of his activities with the concern, from his initial activities as a beginner to his full-blown status as an accomplished and skilled worker.

Men as workers fall into one of three classes. These are *fits*, *misfits*, and *unfits*. It is our responsibility to see that unfits do not get into our organization and that misfits are made fits, and that fits are brought to a state of conscientious and constructive activity.

We have two methods of attempting to make workers an asset to any concern. One way is the negative

method of observation and absorption. The worker learns only as he observes, and the extent of his knowledge at any time is the extent to which he has absorbed what he thinks are the proper ways to do things. This method leads to misunderstandings, mistakes, bad labor relations, poor production, poor quality, and high costs. The positive method is a planned method of training in every process of every job. Under this method men can work with full confidence in self, retention of self-respect and personal dignity. Under this method men retain their original respect for the firm. This factor of respect for the organization with which they are connected, and this factor alone, brings into full bloom conscientious and constructive efforts. We must be aware of, and never forget that, the most important psychological factor behind the training of men embraces the observation that no man can act with intelligence unless the act in itself represents intelligence to him.

This matter of developing a skilled and productive organization is one of our most important functions in achieving quantity and quality production at the lowest ultimate cost.

Planters Co. President Dies: Founder of Firm Was 69

AMEDO OBICI, founder and president of the Planters Nut and Chocolate Co., of Suffolk, Va., died last month at Mercy Hospital in Wilkes-Barre, Pa., after a long illness. Mr. Obici was known as the "Peanut King," as a result of promotion of the blanched or skinless peanut, as contrasted with the old fashioned red skin Spanish goober. He started in the peanut business hawking goobers from a pushcart in the streets of Wilkes-Barre.

In 1940 his Planters Company did a \$12,000,000 business. During the war, he shipped peanuts abroad under government contract at the rate of about 10,000,000 cans a month.

At Mr. Obici's death the business consisted of the parent corporation and two subsidiaries, the Planters Edible Oil Co. and the National Peanut Corp. The latter has 70 retail outlets, and the company has plants in Suffolk, San Francisco, and Toronto, with warehouses in numerous large cities. The Planters Co. employs about 5,000 persons.

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but sturdier natural flavoring extractives. Thus, all the flavoring elements of the Mexican Vanilla Bean remain intact and ripen in the finished goods.

Why not try Aromanilla now? We are so sure that it will help improve the palate-appeal of your goods that we are offering a trial supply with a money-back guarantee. Place your order by using the coupon below; and if, after using Aromanilla, it doesn't meet with your approval, return the unused portion collect and we'll refund your money.



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Fats and Oils Outlook Improving

(Continued from page 41)

there was an acute shortage of edible fats, particularly in the South.

Thus, the fats and oils situation is, in general, moving toward a buyers' market. It is not so much a matter of sufficient supplies to meet total possible demand, but rather that an equilibrium between supply and demand had been reached at current prices. Unless supplies do not meet the present production estimates, or exports increase greatly under new programs, it is unlikely that prices will again approach previous levels. Currently the market is becoming firmer and apparently the low point for this season has passed.

Following the removal of price controls towards the end of last year, prices rose sharply and continued to advance during the first three months of 1947 to levels which generally far exceed the peaks reached after World War I.

The index of all fats and oils, domestic and foreign, reached its peak in March, 1947. Crude cottonseed oil averaged 36 cents in March, 1947, as compared with the OPA ceiling price of 14½ cents and with the peak following World War I of 22 cents in July, 1919.

Recent events show that prices had gone up too far and too fast. The market decline came as a reaction to the high prices prevailing before April, and was caused by a combination of factors. Among these were consumer resistance to high prices of finished products, the weakening in lard prices, the announcement of reduced export commitments in the second quarter, and the desire to avoid sizeable inventories in a period of price uncertainty, with an impending bumper crop in the fall. Once signs of a break appeared, psychological factors

and neutral reluctance to buy on a declining market accentuated the downturn. Fats and oils, among the group of commodities most sensitive to price changes, responded quickly to the pressure for generally lower prices. Major factors that will affect prices during the remainder of this year will be progress reports covering the 1947 crops and foreign trade developments.

From present indications an output of 10.2 billion pounds can be expected from domestic materials in the 1947-48 crop year. This will be the third highest crop in our history, exceeded only in the 1942-43 and 1943-44 seasons.

This output would top the current season's production by one billion pounds. Of the total, 3.1 billion pounds would be accounted for by the edible vegetable oils, cottonseed, soybean, corn, peanut, and minor oils. Such an output for this group of oils, the highest in history, will be dependent upon favorable weather conditions, and planted acreage exceeding the March report on intentions of plant. However, from some reports, soybeans are being planted in even larger amounts than earlier stated and we are expecting the cotton States to meet the goal of 23 million harvested acres.

Such a production will allow for a rebuilding of stocks, and a return to more normal marketing conditions. The United States will continue to import supplies, probably not reaching the prewar level of two billion pounds by next year. It is estimated that under conditions of relatively full employment, expanding industrial activity, and a resumption of the prewar trend in per capita consumption of edible fats, a total domestic disappearance of at least 10.5 billion pounds, 1 billion over prewar 1939, can be expected. Of this total, edible fat consumption would be 7.1 billion pounds in line with the traditional relationship 2/3 edible and 1/3 inedible.

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Total disappearance of all fats and oils in 1946 was 9.3 billion pounds. With an estimated production of 10.2 billion pounds and imports of 1 billion, such a consumption figure would be possible, and allow 700 million pounds for export and some rebuilding of stocks.

However, we are not likely to reach this level of domestic utilization. During the period following the war, there have been changes in our eating and buying habits. I think we all have come to realize the power of the consumer to do without. Consumption patterns were changed by wartime limitations and rationing and other controls. In addition, recent developments show that the price level at which you are able to sell your products will influence greatly whether you will meet a contracting or expanding demand.

Conditions overseas will also affect domestic consumption. That present world supplies are not sufficient to meet demands is self-evident. World supplies of fats and oils in 1947 will total approximately 18 million short tons compared with 17.7 million in 1946 and the prewar average (1935-39) of 21.6 million. Net export trade will reach approximately the 1946 level of 3 million tons, as compared with 6.5 million in the prewar period. Many countries lack adequate purchasing power to make up for the decline in indigenous supplies and to finance their prewar volume of imports. It has been found, however, that most countries give fat imports a priority second only to cereals and where loans are available, there tends to follow increased demand for fats and oils.

Both import and export controls will be up for review in the coming months, as they will be terminated on June 30, unless specifically renewed. At the present time, under allocations, the United States is expected to ship abroad about 675 million pounds of fats and oils, and import over 900 million pounds, making net imports for this year some 225 million pounds. If import and export controls were removed, there probably would be an immediate sharp increase in prices both here and abroad followed by a decline after the first rush of buying was passed. This country would probably receive more oil from abroad but would be subject also to larger drains on domestic supplies.

There is still a greater need in the war ravaged countries for all the fats and oils we can produce or that can be diverted from our domestic utilization and normal offshore sources of supply. Opinions differ as to how long the critical stage in world shortages will continue.

In summary, your industry can look forward to continuing supplies sufficient to meet your requirements, in line with a generally improving fats and oils situation in this country. Specific requirements can be given more attention to provide the best product possible for your specialized needs.

RASPBERRY • STRAWBERRY • MAPLE • ALMOND • BURNT ALMOND
 VANILLA • ALMOND-COCOONUT • MAPLE WALNUT • PISTACHIO • BLACK WALNUT
 BUTTER PECAN • COCONUT • PINEAPPLE • GRAPE • BANANA • CHERRY • ORANGE

concentrated true extracts and imitations

P & S

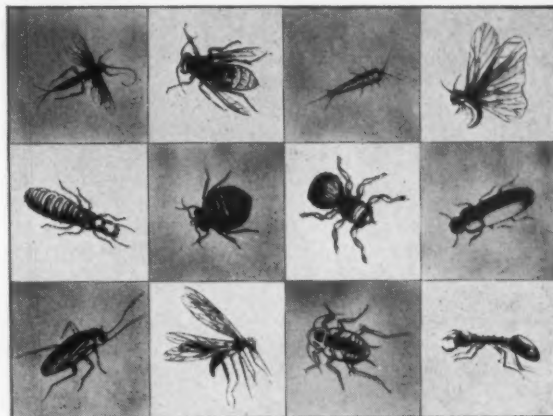
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solve all your taste and cost flavor problems with our NO-COST
 FLAVOR SERVICE!

POLAK & SCHWARZ, Inc. • 667 Washington St. • N. Y. 14

for June, 1947

PICK the PESTS

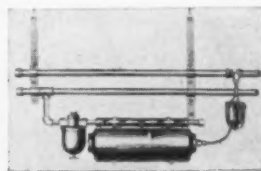


...you'd like to
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Do your special insect pests crawl or fly? Thrive on Food or Fabric? Run rampant in a midget-sized cubicle or nest in the hard-to-reach places of a tremendous factory? Get rid of them with the West Atomizer —an effective scientific method of insect control. Designed to eliminate all pests wholesale with a fast "positive-kill."

A permanent installation which shortly pays for itself in time and labor saved (plus the tremendous advantage of complete coverage) the West Atomizer is perfected for efficient and effective use with compressed air. Just turn on the air valve and it shoots out a deadly fog of insecticide which reaches into the tiniest cracks and crevices. Does its lethal magic as quickly in a mile-long plant as in a small store room. Dispenses a "dry" mist so it won't wet floors, walls, or product if used as directed.

With the West Atomizer, use Vaposector Fluid—one of West's complete line of effective insecticides, specially prepared to help lick your insect problem. Vaposector is a concentrated, odorless insecticide—and is safe to use. Why not consult one of over 475 trained West representatives at once?



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CLEANSING DISINFECTANTS • INSECTICIDES • ROTEX WINDING MACHINES
 PAPER TOWELS • AUTOMATIC DEODORIZING APPLIANCES • LIQUID SOAPS

Profit Possibilities in Research

(Continued from page 42)

the field of nutritional research. Mothers all over this country—with no real factual information at their disposal—believe that candy causes tooth decay, upset stomachs, and bad complexions in their children. Advertising is useful in combating such beliefs, which may turn out to be only superstitions; but how much more effective would the advertising be if it was based on solidly established fact?

If the research was done under proper sponsorship and published in the scientific journals, it would attract the attention of physicians, nutritionists, and home economists. I was informed the other day that, after a poor start, it has now worked around to the point where 80 per cent of the vitamins consumed in this country are prescribed by doctors. Think what a benefit it would be to your industry if physicians had a sound reason for prescribing candy in children's diets and nutritionists praised candy.

Research results are not obtained easily, and they are not obtained cheaply. To get results you must not only have the smartest committee you can find in your Association but support it amply with what has been called "patient money"—the type that can wait five or 10 years for results.

I have been talking quite a bit about fundamental research, the gathering of basic facts, beneficial to the industry and the public generally. I would like to say something also about applied research,—the kind that rings the cash register in a relatively short time.

Just as I believe that fundamental research is, in general, best done in the atmosphere of the university, the experiment station, or the government-sponsored

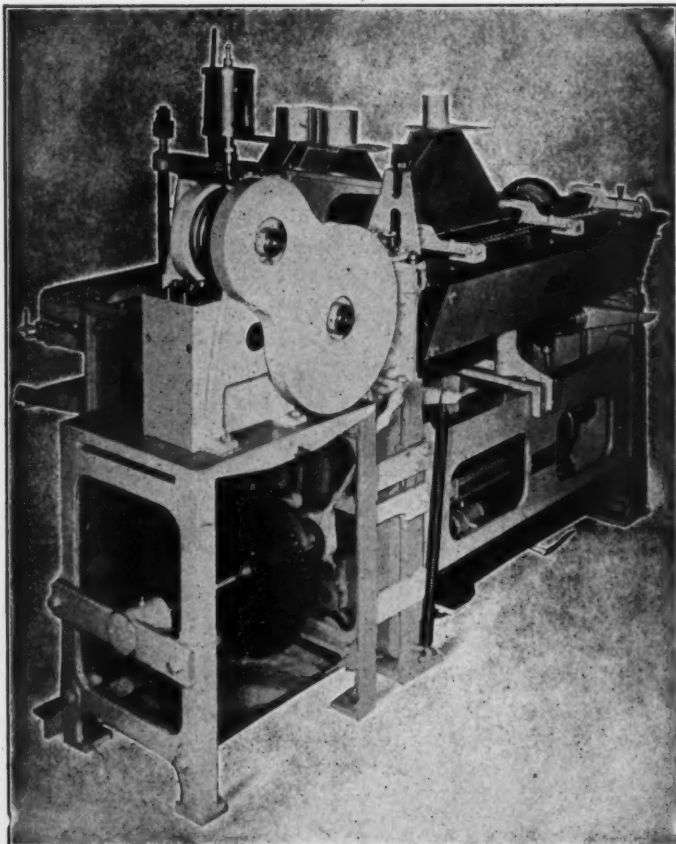
laboratory, I believe that applied research should be done primarily by the individual members of your Association themselves. It should be done in laboratories established by you in connection with your manufacturing operations.

Your progress to date has been largely progress in the art of candy-making. There will always be a lot of art in candy-making, but I am sure you will see as time goes on that this art will develop more and more into a science.

Building a laboratory will not give you research. Hiring chemists won't give you research. Real technological research in any company starts with the state of mind of the management. *This is the keystone.* A laboratory is part of the structure. Technically-trained men represent a more important part, but without faith and participation by management, there won't be any real research and any real pay-off.

Many of the leaders in your industry are research men without knowing it. I have been fortunate enough to work with several of them. They did not go to technical school. In many cases they did not have a laboratory. Many of them did not hire chemists. But they did have the research frame of mind, and many of them accomplished wonders with the tools at their disposal. I have seen them develop new products. I have seen them improve their old products by seeking out new raw material sources, improving their processes, and improving their equipment. They have made their products more salable by taking advantage of new packaging materials—cellophane—for instance.

There isn't anything complicated about the procedure. It involves an inquiring mind, a willingness to face facts,



The Automatic Hard Candy Machine Model E

For producing all hard candies of
spherical shape.

Balls

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One operator spins direct to machine.
Capacities 3000 to 10,000 pounds.
Our Model E incorporates all the
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and intelligent dissatisfaction with things as they are, plus a determination to do something about it.

I have referred several times to the fact that research costs money. You are entitled to know how much it should cost. Statistics are not too reliable in this field, but they are close enough to give you an idea. The chemical industry is said to spend about 3 per cent of its sales dollar in research. The pharmaceutical industry is in about the same class. When we get into food processing, the figure drops to about $\frac{1}{2}$ of 1 per cent. We find other industries, such as leather and textiles, spending very little—perhaps $\frac{1}{10}$ or $\frac{2}{10}$ of 1 per cent of the sales dollar.

The $\frac{1}{2}$ of 1 per cent for the food industry may or may not fit the confectionery industry. As regards to research expense, I am inclined to agree with Abraham Lincoln when someone asked him how long he thought a man's legs should be. Lincoln said he believed a man's legs should be long enough to reach the ground, and I believe your research expense should be limited only by what you can afford to spend toward accomplishing your research objectives. If you think you can add \$100,000 to your profits by spending \$50,000 on advertising, you spend it. If you believe that spending \$25,000 in laboratory work will create you a new product on which you can make \$50,000 a year net profit, it is a good gamble, even if you have only a 50-50 chance of succeeding.

Applied Research Valuable

I can point out any number of instances where applied research when done on a comparatively small scale has paid off handsomely. Thirty-three years ago our Franklin Baker Division, then an independent company under the management of Franklin Baker, Jr., carried to a consulting chemical laboratory in Washington the problem of packing shredded coconut in cans. A clear picture of what Mr. Baker wanted to accomplish was already in his mind. He knew that he lacked the technical personnel to put his vision into actual operation. Within less than two years after this problem was submitted, a small plant had been put into operation to produce canned coconut, and its commercial success was even then obviously assured. The expense of doing the technical work, I happen to remember, was less than \$5,000. The reason that I remember this clearly is that I was the fortunate youngster at that time who had the assignment of working out the process. And one of the reasons the job cost Mr. Baker less than \$5,000 was that my salary at the time was \$50 a month. Research salaries have gone up somewhat since that time.

A great deal of Mr. Baker's success in building up the Franklin Baker Company was due to his appreciation of what scientific research could do for industry, and 35 years ago this appreciation was very unusual among industrialists generally, and particularly unusual in the food industry. The success of this initial venture into scientific research confirmed Mr. Baker's faith in its profit-producing possibilities, and in a few years I became a full-time employee of the Franklin Baker Company with instructions to see what else could be done to improve Franklin Baker products and to introduce new products and processes into the Franklin Baker business. As far as I can recall, our research expenditures from 1920 to 1927 never exceeded \$15,000 a year, and yet from this small amount of work came the development of the Vitapack process, the royalties from which alone more than paid the research bill; Southern Style

(Please turn to page 72)

"Sweet Seventeen"

says:



- FIRM
- FRESH
- FLAVORFUL

FUNSTEN PECANS

Now Available in
17 Graded Sizes

IMMEDIATE DELIVERY

There's a noticeable change in consumer buying habits these days. Customers no longer are accepting "just anything." They're demanding more quality . . . and are buying where they get it.

Candy makers, quick to sense this changing trend in taste appeal, are offering the public more PECAN candies. They're making more and more sales . . . building a bigger and better business.

Use FUNSTEN PECANS—as toppers or fillers—to add taste appeal to your candies. Available in 17 graded sizes of halves and pieces—the right size for every confection requirement. Always uniform quality. Low moisture content; less shrivels or siftings—a higher percentage of usable stock.

Order through your regular jobber or write us for name of nearest representative



R.E. Funsten Co.

1515 DELMAR BLVD.

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*For an Excellent Fudge or any
Confection requiring stirring while
cooking--use a*

Savage Bros. IMPROVED FIRE MIXER



PORTABLE

FIRE MIXER, MODEL S-No. 3

Offering the Following New Features

**Low Carbon Steel Castings V-Belt Drive
Gear Head Motor Lower Maintenance Cost**

The Fire Mixer can be purchased with single or double action agitator. Added attachments which can be bought are stainless steel drip pan and stainless steel cream can, new type thermometer, thermometer holder.

For Quality Marshmallow— USE THE IMPROVED BEATER

... which offers the improved features of OUTSIDE STUFFING BOXES,
ALL STAINLESS STEEL, NEW TYPE DRAWOFF, ALUMINUM LEGS
—NO PAINT—Assuring sanitation.

Manufactured in two sizes—80 and 110 gallon capacities

SAVAGE BROS. CO.

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Since 1855





THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Marshmallows and Fudge

CODE 6A47

Chocolate Covered Marshmallow Bar—1½ ozs.—6c

(Purchased at a soda bar, N. Y. C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine printed in dark brown and yellow.

Coating: Dark: Fair.

Center:

Color: Good.

Texture: Fair.

Taste: Fair.

Remarks: Center is slightly tough. Suggest formula be checked.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best fudge of this type that the Clinic has examined this year.

Box: Two layer type, full telescope. Top green, blue and black, name in gold imprint of spray of cherries. Cellulose wrapper.

Appearance of Box on Opening: Good.

Number of Pieces: 24.

Coating: Light.

Color: Good.

Gloss: Fair.

Strings: Fair.

Taste: Fair.

Center Cream: Good.

Cherry: Good.

Taste: Fair.

CODE 6T47

Chocolate Covered Cherries —1 lb.—\$1.75

(Purchased in a Chicago drug store)

Appearance of Package: Good.

CODE 6B47

Chocolate Covered Marshmallow Bar—1¼ ozs.—6c

(Purchased at a soda bar, N. Y. C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine printed in blue.

Coating: Dark: Fair.

Center:

Color: Good.

Texture: Very tough.

Taste: Fair.

Remarks: Center is too tough for a marshmallow, more like a chewy taffy.

CODE 6I47

Chocolate Pecan Fudge —1 lb.—73c

(Purchased in a railroad depot, Chicago)

Appearance of Package: Good.

Fudge is in one large piece.

Wrapper: Outside—foil, printed in lavender, gold, and white; girl's head in white.

Inside—wax paper.

Candy Clinic Schedule For 1947

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers

OCTOBER—Salted Nuts; 10c-15c-25c Packages

NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

**FERBO FINE ART
IMITATION FLAVORINGS**

Create Captivating Taste

Straight Butter Flavor
92 Score Quality
Butter-Cream Flavor
High-Score Butterscotch Flavor
Caramel-Nut-Butter Flavor
Rum-Butterscotch Flavor
Fine Art Maple Flavor
French Tang Vanilla

*Samples to the trade
upon letterhead request.*

FERBO CO., Madison, N. J.



Remarks: Suggest a good cherry flavor or be used in the cream as it lacked flavor.

CODE 6J47

Nut Fudge—1½ ozs.—6c

(Purchased in a railroad depot, Chicago)

Appearance of Bar: Good.

Size: Small.

Wrapper: Printed cellulose in red and white.

Color: Fair.

Texture: Too chewy.

Taste: Fair.

Remarks: Not a good eating fudge bar.

CODE 6G47

Chocolate Covered Marshmallow Bars—1½ ozs.—6c

(Purchased in a stationery store, N. Y. C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Paper backed foil printed in red.

Coating: Dark.

Color: Good.

Taste: Fair.

Center:

Color: Good.

Taste: Good.

Texture: Good.

Remarks: The best marshmallow bar that the Clinic has examined this year.

CODE 6C47

Bitter Sweet Chocolate Bar 1-1/16 oz.—10c

(Purchased in a subway stand, N. Y. C.)

Appearance of Bar: Good.

Size: Small for a 10c bar.

Wrapper: Outside—white paper band printed in brown.

Inside: Foil wrapper.

Color: Good.

Gloss: Good.

Molding: Good.

Taste: Good.

Remarks: The best bitter sweet chocolate bar that the Clinic has examined this year.

CODE 6D47

Chocolate Covered Marshmallow Bar—1¼ ozs.—6c

(Purchased at a candy stand, N. Y. C.)

Appearance of Bar: Good.

Size: Good.

Five pieces of marshmallow on a layer board.

Wrapper: Glassine, printed in brown and orange.

Coating: Dark: Fair.

first quality

EGG ALBUMEN

for confectionery manufacturers

IN 4 FORMS

• POWDERED ALBUMEN

• GRANULAR ALBUMEN

• FLAKE ALBUMEN

• SPRAY ALBUMEN

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DOMESTIC EGG PRODUCTS, Inc.

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393 SEVENTH AVE., NEW YORK 1, N.Y.

PLANTS AT: WICHITA FALLS, TEXAS • CHICKASHA, OKLAHOMA • MCKENZIE, TENN. • NASHVILLE, TENN.

Center: Color: Fair.
Texture: Tough and hard.
Taste: Fair.

Remarks: Cheap coating and center,
needs checking as it is very tough
and lacks flavor.

CODE 6H47
Milk Chocolate Bar
—1-1/6 ozs.—10c

(Purchased in a subway stand,
N. Y. C.)

Appearance of Bar: Good.

Size: Small for a 10c bar.

Wrapper: Outside paper band white
printed in blue.

Inside foil wrapper.

Color: Good.

Gloss: Good.

Molding: Good.

Taste: Good.

Remarks: The best milk chocolate bar
that the Clinic has examined this
year.

CODE 6E47
Fudge Bar—2 ozs.—10c

(Purchased at a soda bar, N. Y. C.)

Appearance of Bar: Fair.

Size: Small for a 10c bar.

Wrapper: Cellulose plain, paper seal,
silver printed in blue.

Color: Good.

Texture: Hard and chewy.

Taste: Fair.

Remarks: Not a good eating fudge,
too chewy. Suggest formula be
checked. We have examined better
fudge bars at 6c.

CODE 6Q47
Chocolate Covered Coconut Bar
—2 1/2 ozs.—10c

(Purchased in a railroad depot,
Chicago)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, printed in yellow,
red and brown.

Coating: Fair.

Center:

Color: Good.

Texture: Good.

Taste: Fair.

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BRAND PRODUCTS

MAKE BETTER CANDY
Spray and Roller Process Non-fat
Dry Milk Solids, Whole Milk
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WITH MIRRORS!**



Don't contact a swami if your
sources are disappearing . . .
consult our trained experts in-
stead. Seventeen years of ex-
perience qualifies us to handle
any problem that may arise
during the coming sugar de-
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sensational tunnel belt—send your order now for immediate shipment.

We also have available HI-GLOSS No. 1 in sheets for Hand Dipping—Indefinite Life and High Shine make
HI-GLOSS No. 1 more economical than any type of dipping paper—Can be easily cleaned and imparts
a mirror-like shine on the bottoms of your chocolates.

REMEMBER: "VOSS" has the most complete line of belting and specialties for the CANDY INDUSTRY.
Send in your orders for Batch Roller Belts; Endless Feed & Bottomer Belts; Caramel Cutting Boards; Pack-
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Walnuts Pecans

Dried Fruits

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100 Hudson St., New York 13, N.Y.
Walker 5-6460

Remarks: Center lacked flavor. Suggest more coconut be used or a good vanilla flavor. Highly priced at 10c.

CODE 6R47

Marshmallows—4 ozs.—10c

(Purchased in Battle Creek, Mich.)

Appearance of Package: Good. Printed cellulose bag in red and blue.

Marshmallows:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best marshmallows of this kind that the Clinic has examined this year. Neat looking package.

CODE 6S47

Pure Sugar Mints—3 ozs.

—No price stated

(Sent in for Analysis No. 4515)

Appearance of Package: Fair.

Wrapper: Cellulose bag, printed paper clip on top.

Mints:

Color: Poor.

Stripes: Good.

Texture: Good.

Gloss: None.

Flavor: Good.

Remarks: Suggest batch be checked

as mints of this type should be white. These mints had a dirty color. Suggest price of 15c.

CODE 6F47

Chocolate Nut Fudge

—1½ ozs.—6c

(Purchased in a cigar store, N. Y. C.)

Appearance of Bar: Good.

Size: Small.

Wrapper: Glassine, printed in brown and yellow.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best nut fudge bar that the Clinic has examined this year.

CODE 6L47

Chocolate Covered Coffee Marsh-

mallow Bar—1½ ozs.—5c

(Purchased in a drug store, Washington, D. C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, printed red, white, and blue.

Coating: Dark: Poor.

Center:

Color: Good.

Texture: Very tough.

Flavor: Poor.

Remarks: Bar is too tough to eat and



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Mighty skyscraper! Destined to stand for countless years . . . an eloquent testimonial to the fine materials and skill which made it great. To attain such perfection in your butter baked goods or confections requires the finest butter flavoring in the market. CULTURED EXTRIN AA is recommended on the basis of its use by a host of the nation's leading bakers and candy makers. To make

your butter baked goods and confections better without increasing cost, order an 8-lb. trial tub of CULTURED EXTRIN AA today and let sales speak for themselves. CULTURED EXTRIN AA is a product of dairy and laboratory—identical with butter in taste, in aroma, in sales appeal—a natural butter replacement, different from all ordinary butter flavors.

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THAN CULTURED EXTRIN AA.

EXTRIN FOODS, INC. 70 BARCLAY ST. NEW YORK 7 • EXTRIN FOODS OF CALIFORNIA, 5225 WILSHIRE BLVD. LOS ANGELES

poor coffee flavor. Suggest marshmallow formula be checked up.

CODE 6M47

Chocolate Covered Nut Paste Bar
—1¼ ozs.—5c

(Purchased in a drug store,
Washington, D. C.)

Appearance of Bar: Good.

Size: Small.

Wrapper: Glassine, printed in red, yellow and blue.

Coating: Fair.

Center:

Color: Fair.

Texture: Fair.

Taste: Rancid.

Remarks: Not a good eating bar, very poor quality.

CODE 6N47

Chocolate Raisin and Cereal Bar
—1¼ ozs.—10c

(Purchased in a drug store,
Washington, D. C.)

Appearance of Bar: Fair.

Size: Small.

Wrapper: White glassine printed in blue.

Chocolate: Dark.

Color: Good.

Gloss: Fair.

Moulding: Good.

Taste: Fair.

Remarks: Suggest a more attractive

wrapper and a larger bar at the price of 10c.

CODE 6O47

Chocolate Covered Marshmallow and Peanut Bar—1¼ ozs.—5c

(Purchased in a drug store,
Washington, D. C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, printed in red, orange, and white.

Coating: Dark: Fair.

Center:

Color: Good.

Texture: Very tough.

Taste: Fair.

Remarks: Not a good eating marshmallow bar, very tough and lacked flavor.

CODE 6P47

Milk Chocolate Covered Caramel Nut Bar—1¼ ozs.—6c

(Purchased in a drug store, Chicago)

Appearance of Bar: Good.

Size: Good.

Wrapper: Glassine, printed in red and blue.

Coating: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of this type

that the Clinic has examined this year. Well made and good eating.

CODE 6K47

Chocolate Fudge Bar
—1½ ozs.—6c

(Purchased in a drug store, Chicago)

Appearance of Bar: Good.

Size: Good.

Wrapper: Printed cellulose blue and yellow.

Color: Fair.

Texture: Tough.

Taste: Fair.

Remarks: Too chewy for a fudge bar and lacked flavor.

Honey

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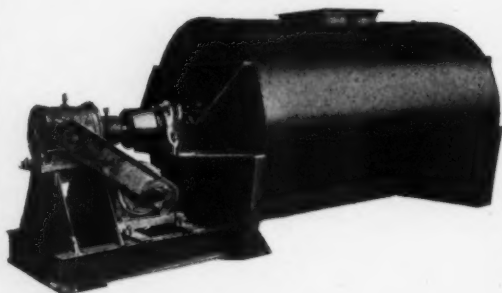
Strawberry

A favorite in all of Schimmel's complete lines of quality flavors, faithfully reproducing the rich, full flavor of sun-ripened fruit.

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Stehling's New Chocolate Mixers



Stehling now offers improved machines with 13,000 lb. and 20,000 lb. capacities.

10 H.P. Chocolate Coating Mixer

25 H.P. Paste Mixer

SPEED

It replaces mixing kettles of only 2,000 lbs. capacity with a single unit of 13,000 or 20,000 lbs. capacity.

WHAT IT DOES

The Stehling Mixer works out the coating. It reduces the viscosity of the materials; and it stabilizes this viscosity with great speed. The **SPEED** of the mixing action saves hours of time—lowers costs.

Storage Capacity

The Stehling Mixer provides steam-jacketed storage facilities, keeping the coating in liquid state until ready to be used.

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Necco Celebrates 100th Anniversary: Plans to Enlarge Cambridge Plant

NOW CELEBRATING its 100th anniversary, the New England Confectionery Co. is planning an enlarging and modernization program for its plant in Cambridge, Mass. The present building, erected 20 years ago, will be completely air conditioned and will "have the finest new equipment available," it is announced.

Forerunner of the Necco firm was a little one-room candy shop established by Oliver Chase in May, 1847. Mr. Chase was later joined by two other "candy craftsmen," Daniel Fobes and Abner Moody, in forming the New England Confectionery Co.

Credited with inventing the first machine to shape candy automatically, Mr. Chase is reported to have taken



HORACE S. RIDLEY, president of Necco since 1931, has been elected Chairman of the Board of Directors. Harry R. Chapman, former vice-president, has been elected Necco president. Philip M. Clark and Richard W. Moulton were elected vice-presidents.

candy manufacture out of the home kitchen stage and into mechanical production.

Mr. Fobes, specializing in candied jellies, creams and fancy bonbons, introduced Turkish Delight to America.

Mr. Moody turned his hobby of whittling into whittling molds for candy dolls, flowers, fruits, animals, and boats for children. Other such unique candies included fried eggs in little tin frying pans, cigarettes that actually looked aglow, licorice whips and pipes.

Horace S. Ridley was the president of Necco since 1931 and has spent his entire business career with the firm. An engrossed testimonial scroll in recognition of his leadership and service to the company was recently presented him by Vice-President Harry R. Chapman on behalf of officers and directors of the company at Boston's Algonquin Club. Mr. Chapman is new president.

Wanted: BROKERS

to represent nationally

advertised line of

coffee flavors on a

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Box DA-671.

The Manufacturing Confectioner

Gopher Candy Club Hears McMillan Talk on Billion Dollar Candy Sales

ATTAINING A BILLION dollar level for the confectionery industry is the mutual problem of the candy jobber, travelling man, and the manufacturer, C. M. McMillan, executive secretary-treasurer of the National Candy Wholesalers' Ass'n, Inc., told members of the Gopher Candy Club at its 10th annual "Friendship Dinner" in St. Paul.

Over 600 jobbers, salesmen, manufacturers, and confectionery industry personnel from 25 states attended the all-time record meeting.

Stressing the importance of candy merchandising, Mr. McMillan suggested jobbers should help and recommend that candy retailers install individual candy departments. The nation's million retail candy outlets represent an exceptional merchandising potential, he pointed out.

Three-for-ten selling, Mr. McMillan warned, does not necessarily mean an increase in total candy sales. Rather it merely tends to shift sales from one retailer to another. In the same way, Mr. McMillan said, careful market analysis and careful standards should be utilized to determine the optimum number of jobbers in a given area. An inordinate number of jobbers may well tend merely to split sales among a large group rather than increase sales.

A functional differential for candy jobbers should also be given considered attention by manufacturers, he stated, as candy jobbers offer manufacturers best facilities

and service in introducing and merchandising candy throughout the nation.

Lee H. Cahn, Minneapolis broker and president of the Gopher Candy Club, gave a welcoming address at the dinner. Stressing the value of friendship and cooperation, Mr. Cahn suggested candy clubs similar to the Gopher Club be organized all over the U.S. and that these clubs in turn "form a National Organization of Candy Clubs, adopting codes and fair trade practices to govern their activities."

Mayor Humphrey of Minneapolis and Frank Madden, secretary to the mayor of St. Paul, also spoke at the dinner.

L. J. Maschka, Trudeau Candies, Inc., was toastmaster. M. J. Maib, Geo. Ziegler Co., was general chairman of the dinner committee. Paul G. Sandell, Miss Morris Candies, was chairman of the tickets committee; C. H. Gobel, Hershey Chocolate Corp., registration committee chairman.

Other chairmen include: Al Herr, Minneapolis broker, entertainment; J. Don McLean, Williamson Candy Co., dinner-refreshments; A. E. Erickson, Minneapolis broker, publicity; and Harry Zacher, Cracker Jack Co., year book and programs.

• **National Plastics Exposition:** Over 30,000 persons attended the recent National Plastics Exposition in Chicago. Allan W. Fritzsche, chairman of the show committee, stated production has increased from about 300,000,000 pounds of plastics in 1940 to the present output of over 1,000,000,000 pounds.



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FINEST Candied Fruits and Peels. . .
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HERE'S HOW: Add 1 lb. BUTEX Powder to 10 lbs. fat to make eleven pounds of fine "cooking butter".

Your inquiry is invited. When writing ask for our kitchen-tested recipes.

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CONFECTIONER'S BRIEFS

• **E. J. Brach & Sons** has appointed Henry C. Chase advertising manager, announces E. O. Blomquist, vice-president and director of sales and advertising. Mr. Chase has been with the firm 14 years. Walter A. Lapham is appointed merchandising manager and is with the firm 10 years.

• **Sweets Co. of America:** Joseph T. Hand, treasurer, has been elected a member of the board of directors. Mr. Hand joined the company in 1920 as a bookkeeper. He was successively advanced to credit manager, auditor, office manager, assistant treasurer and, in 1943, to the office of treasurer, a post he still retains. As a member of the board of directors, Mr. Hand will also be the assistant secretary of the company.

• **Dotted Line Club:** W. C. Copp, Eastern manager of **The Manufacturing Confectioner**, has been elected president of the Dotted Line Club of New York, an organization made up of 225 salesmen for member papers of Associated Business Papers.

• **Bennett and Crews Candy Co.:** D. C. Bennett, president, died recently at the age of 46. Mr. Bennett established the candy firm in Waco, Tex., in 1943.

• **Nutrine Candy Co.:** SEC has announced the registration of 100,000 shares of \$1 par value common stock of the 400,000 authorized and outstanding shares to be sold by three stockholders. Stifel, Nicolaus and Co., Inc., heads the underwriting group which will offer the shares at a price to be filed by amendment. Last June, a group of seven stockholders sold to the public a block of 200,000 common shares.

• **Amy Smith Candy:** The Amy Smith Candy Shop Co. has taken a long-term lease on the first floor of the building at 415 N. Eight St., St. Louis, for its main retail candy store.

• **American Royal Candies:** The success encountered when Kilroy bars were reduced in price from ten cents to five cents has prompted ARC to announce two new five-cent bars, the "Oh Johnny" and "Mint Julep Bar," which will be ready for distribution in June.

• **Peter Paul, Inc.,** has announced reduction of prices on its complete line of nickel candy bars by 5 cents a box. Effective with May 1 shipments, the

"Seamless"

Copper Candy Kettles

We specialize in the manufacture and repair of all types of copper steam jacket and open fire kettles.

A. BERRY COPPER WORKS

Master Coppersmiths

249 W. Broadway, New York 13, N. Y.

Telephone: CAnal 6-4427

ESTABLISHED 1907

reduction is an effort toward getting nickel candy bars back on the counters for 5 cents, the firm states. No lowering of quality or net weight will be involved.

• **Schutter Candy Division** of Universal Match Corp. has received a special citation for "outstanding contributions to the inter-faith understanding and universal brotherhood" from the Cinema Lodge, which is the entertainment industry branch of B'nai B'rith. The citation was made in connection with the firm's sponsorship of "David Harding—Counterspy" Sunday afternoon ABC broadcast. President A. H. Rosenberg accepted the award on behalf of his company.



KEY EXECUTIVES of Reed Candy Company, Chicago, after recent appointments. Above, front row, l. to r., John H. Walker, Sec.-Treas.; W. T. Reed, Pres.; C. D. Reed, Vice-Pres.; back row, l. to r., J. H. McCarty, M. G. Rogers, W. H. Shape, L. J. Moore. Right, R. A. de Muinck, Sales Manager Eastern Division.



• **Mason, Au & Magenheimer Conf. Mfg. Co.** has purchased the Mercury Candy Co., Brooklyn, and is negotiating for purchase of another plant in the area, it is reported. Negotiations are part of Mason's expansion plans. Construction of a modern streamlined plant near Westbury, L. I., N. Y., is also planned as soon as materials are available.

• **Candy Research:** Increasing the stability of chocolate through the use of chemical modifiers is the current goal of Dr. Ray Wendland, Director of the Candy Research Program of the Pennsylvania Manufacturing Confectioners' Ass'n. Work on the program is being conducted at Lehigh University Institute of Research in Bethlehem, Pa.

• **Planters Peanuts:** A new contest, offering prizes which include a 1947 Hudson sedan, a diamond ring and Servel gas refrigerator, was recently announced by the Planter Nut and Chocolate Co.

• **Sierra Candy Co.:** Balanced selling was the theme of a two day sales conference held recently at the firm's plant in San Francisco. Theodore A.

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Quality and Service
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Your Candy's Sweetness

... comes from the sun, rain and clean earth. In the magic-like process from corn seed to Penford Syrup, man's skill and care never slacks. You can be confident in the purity and consistent quality of Penford Corn Syrup—made in the great P & F factories at Cedar Rapids.

Member of the Association of Manufacturers of Confectionery & Chocolate.

PENICK & FORD Ltd. Inc.

420 Lexington Avenue, New York 17, N. Y.



White and 15 members of the sales staff reviewed present conditions and discussed the selling problem of the future in the confectionery industry.

• **General Foods Corp.:** Clarence Francis, chairman, speaking at the annual meeting of stockholders, said he believed "food prices generally have reached or passed their peak." Mr. Francis reported General Foods' prices for 1946 ran about 10 per cent above the average for 1945. For the first quarter of 1947, prices of some GF products increased still further while others declined because of competition.

• **Hackett Candy Co.:** As part of its expansion plan, a new line of kiss-wrapped caramels in bulk form and kiss-wrapped caramels for penny sales is being introduced.

• **Council on Candy:** The series of candy advertisements published by the Council on Candy of the NAC, directed to the nation's school teachers, was the most effective use of business-paper advertising to sell any service during 1946, according to the decision of the judges in the annual Advertising Competition sponsored by the Associated Business Papers. In recognition of its victory, the Council received a silver plaque at a luncheon meeting in the Drake Hotel, Chicago, last month.

• **New England:** The New England Manufacturing Confectioners Ass'n held its annual meeting and dinner at Schrafft's Restaurant on West Street, Boston, May 14. Richard D. Muzzy, vice-president of the Daggett Chocolate Co., was re-elected president for 1947-48. Other officers elected were: vice-president, Kenneth P. Miner; treasurer, C. C. Brett; secretary, Richard W. Clare; directors, William W. Cummings, E. G. Nichols, and Harold H. Sprague. Walter R. Guild continues as managing director of the Ass'n.

• **Dilling and Co.:** Edward S. Dowling, president of Dilling and Co. and a director of the Indianapolis Chamber of Commerce, is credited with conceiving and planning the "Around the World" air tour being made by 10 Indiana business men. The tour, leaving New York early in June, is intended to build good will and as a world-wide business survey.

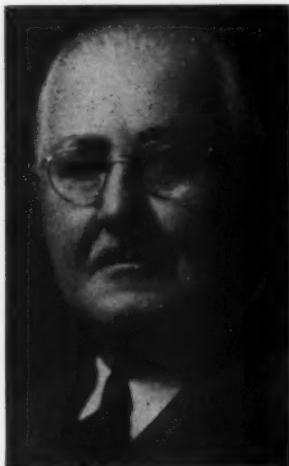
• **Curtiss Candy Co.:** Plans for a \$2,250,000 candy and food plant in Dallas, Tex., have been completed. Otto Schnering, president, announces purchase of two buildings with 117,000 feet of floor space. New factory will employ 1,200 persons. Equipment already has been ordered.

Veteran Candy Maker Dies at 70

WILLIAM F. HEIDE of Plandome, L. I., N. Y., president of Henry Heide, Inc., died April 27 in Glen Cove Community Hospital at the age of 70.

Mr. Heide had been president for 16 years of the candy manufacturing company which was founded by his father, the late Henry Heide, in 1869. In October Mr. Heide would have completed 50 years of service with the company.

Born in New York, Mr. Heide was an alumnus of St. Francis Xavier College, New York City, and of Canisius College, Buffalo. He was a trustee of the Emigrant In-



WILLIAM F. HEIDE, president of Henry Heide, Inc., who died recently after 50 years in the candy business. A past president of the National Confectioners' Ass'n and of the Ass'n of Manufacturers of Confectionery and Chocolate. Mr. Heide's death is a great loss to the industry.

dustrial Savings Bank and a director of the Yorktown Bank. He had been president of the National Confectioners Ass'n, president of the Ass'n of Manufacturers of Confectionery and Chocolate, and treasurer of the Candy Institute of America.

In 1943 he accepted for his company an Army-Navy E award for the development of a new machine used in manufacturing and packaging lemon powder for Army field rations.

Mr. Heide leaves a widow, the former Norma Bouillon; three sons, William F. Jr., Victor, and Walter; four sisters, Mrs. J. M. Layendecker, the Misses Marie and Bertha Heide, and Mrs. James Magee; three brothers, Julius, Henry Jr., and Herman L. Heide, and three grandchildren.

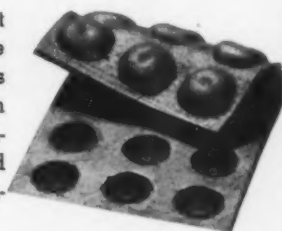
• **Delta Confection:** Joseph Maggio, Anthony Tortorici and Victor J. Canova have incorporated the Delta Confections Corporation, Milwaukee, with 2,000 shares common, par value at \$10.

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Voorhees Molds simplify operations.
Saves time and stops waste.

Made of the purest live rubber these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.



Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

**If your jobber cannot supply you,
write us direct.**

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WITHOUT A CARDBOARD

The wrap for Rounders—like the wrap the DF-1 makes for irregular bars—is formed over a series of breakers and tuckers instead of over the product itself. Therefore, a uniformly-perfect, angular wrap is assured every time. And it's done without placing the product on a cardboard.

The DF-1 can also be adapted to fashion wraps which conform to the outline of the product. Such wraps are now being used on peppermint patties, sandwich crackers, etc.

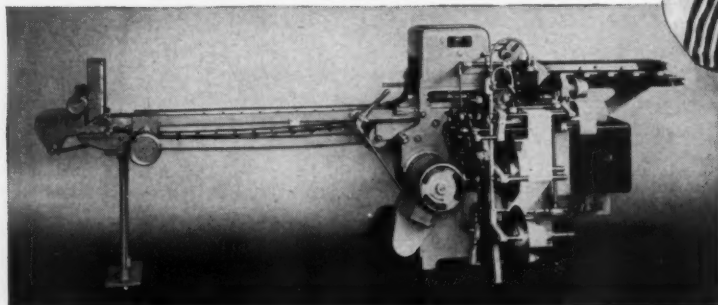
The DF-1 is quickly adjustable for a wide range of bar sizes. Minor variations in the dimensions of the bars being run through are compensated for automatically by the machine.

Uses virtually any type of plain or printed wrapping material in economical roll form, registering printed designs by electric eye. Speed, 140 bars per minute; 90 patties per minute.

Consult our nearest office for additional information concerning the Model DF-1.

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Model DF-1
today's fastest selling
bar wrapper

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



Packaging Outlook Improving

By OWEN E. LYONS

Advertising Manager, Marathon Paper Corp., Menasha, Wis.

ASSUMING THAT paper and paperboard consumption will increase at the same rate as it did during the 1900-1946 period, a family of four—now using almost two-thirds of a ton yearly—will be using approximately one ton per year of paper products in 1960—eight times as much as was used in 1900; four times as much as was used in 1920. It is twice as much as the 1940 consumption and it is based on an estimated population of 150,000,000 people in the United States in 1960.

Obviously such a tremendous increase can come only with a considerable expansion of paper and paperboard production in the United States and the person who mentions this 1960 figure will immediately be asked: "Can paper production expand sufficiently to provide that amount of product and how can it be done?"

The paper industry believes it can be done. Pulp manufacturers are constantly tapping new sources of pulpwood for raw material. In Alaska, Canada and sections of the United States there are vast acreages of pulpwood still available. New pulp mills with large production capacities are being planned, erected, and put into production. Wood-pulp will be supplemented by greater use of waste papers in paper-making. There are a number of high-speed paper machines on order and being installed. Most paper mills are making their present machines more productive by increasing operating speeds.

Increased Production Seen

Between now and 1960 there will be a substantially increased domestic production of pulp, paper, and paperboard. Authorities in the industry hesitate to estimate the percentage of increase but many of them are confident that production can be brought to a level which will insure a volume adequate to meet this estimated consumption figure. That's the *long range* outlook for paper production. Now for an inspection of the industry's position today.

During the first quarter of 1947, domestic production of all paper and paperboard exceeded 5,000,000 tons. This production was 74 per cent greater than the 1935-1939 average. Production during the first quarter of 1947 was at the rate of almost 21,000,000 tons annually. The 1947 increase in domestic manufacturing capacity plus estimated imports will make available a total supply of 25,000,000 tons of paper and paperboard this year.

What are the prospects of achieving a balance between supply and demand for paper and paperboard products? Leaders in the industry state it is entirely possible total supply will equal the total volume consumed by Autumn of 1947. This prediction is based on several known facts:

- 1.—An adequate supply of pulpwood, the basic raw material, is available for 1947.
- 2.—Production volume of established mills has increased substantially and there is reason to believe that rate of increase will continue throughout the year.

*From Mr. Lyons' address before the 64th annual NCA convention in Chicago.

3.—New mills and new tonnage will be added to the industry's total output.

4.—Monthly reports show that several times during 1946, for the first time in several years, total production rose to a point exceeding total demand. In February, 1947, the two figures—tonnage supplied and tonnage demanded—were about equal. The occasional establishment of balance is a sign of approaching stabilization of supply and demand.

It is interesting to note that the demand for paperboard has consistently outrun the supply since 1940, due primarily to wartime requirements. The easing of warborn demand has relieved this pressure to a point where industry forecasters say that even this heretofore unbalanced figure may well be in balance before the end of 1947.

Other grades of paper used in packaging foods and confectionery seem to be in a similar position, with the exception of several specific items to be discussed later.

Summarizing, it is possible that with general business remaining at its present point, the overall supply of paper and paperboard will come into balance with overall demand before the end of 1947.

But it is scant comfort to a purchasing agent or procurement man to know that the *overall* supply and demand situation is coming to balance. What he needs is a carload of glassine or a supply of shipping containers. His prime concern is packaging material to keep his production lines in full operation. What about specific items now in short supply?

This "round-up" of forecast supplies covers seven leading confectionery packaging materials, under three headings. The first classification is *paper* and its first item is *glassine-greaseproof papers*.

New Glassine Machines for 1948

A major manufacturer in this line says: "The candy, nut, and chewing gum industries use approximately 15 per cent of the present capacity of the industry, which places them among our larger consumers. Unfortunately for this good customer, the present situation on glassine and greaseproof paper is tight and will probably remain so for the balance of 1947. Shortly after the first of 1948, three new glassine machines will come into production in the U. S. This will mean a 15 per cent to 20 per cent increase in capacity, which will begin to come on the market during the first six months of 1948. Our industry is confident that it can place this added production due to increased demands developed over the war years. It is our opinion that this added production will be ample to take care of the confectionery industry's requirements for the immediate future."

Another major manufacturer of glassine and greaseproof papers confirms this. He says: "If packaged food sales, including sales of the confectionery industry, follow their normal pattern, there will continue to be an insufficient production of glassine and greaseproof to meet requirements until about the middle of the calendar year, 1948. At that time there should be a substantial increase

in the total production of glassine and greaseproof papers. This increase will tend to bring a near balance between supply and demand for glassines and greaseproofs. As for the immediate future, experience indicates that, despite a tight supply situation, candy manufacturers and confectioners will find their packaging requirements cared for during this interim period, including any extra production following extra allotments of sugar."

The second item under the *papers* classification is *waxed paper*. Manufacturers in this field concur in the opinion that supply will balance with demand quite universally before the end of the year. They point out that it is already approaching balance on a number of grades and that the availability of base paper stocks for waxing is increasing. Planned production increases, plus additional tonnage available from new mills during the coming months, should make waxed paper stock relatively easy to obtain in substantial quantities on a predictable service basis.

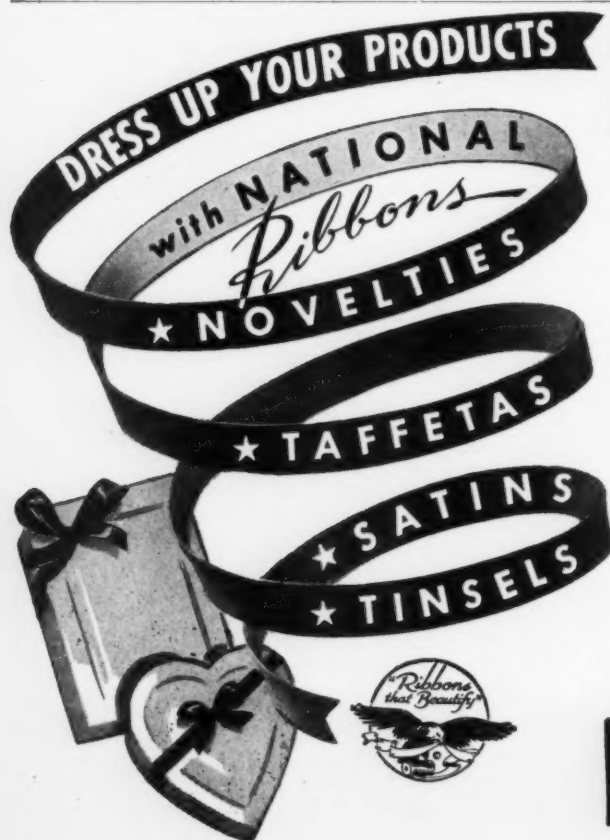
There is currently a converting bottle-neck in the form of a paraffin-wax shortage. Most converting plants are having difficulties in maintaining a safe stockpile of waxes. This may adversely affect the waxed paper supply situation, but if this difficulty is overcome, waxed papers should be in adequate supply late this year.

The second classification is *paperboard*, and the first item in this classification is *shipping containers*.

Figures show that in the first 16 weeks of 1946, paperboard mills produced 89,000 tons less than was required to meet the consumption rate of shipping containers. In the first 16 weeks of 1947, they produced 5,000 tons more paperboard than was required to meet the consumption rate. This indicates that, in this material, supply and demand are beginning to balance. The immediate situa-

tion on these important packaging items is covered by the following statement prepared by the best authorities in the fibre and corrugated box industry. "It appears that the fibre box industry should continue the high record shipments established in the first quarter of 1947 at least until the fourth quarter of 1947." With the indicated increase in the production of paperboard generally, the manufacturers of candy should be able to obtain from their box suppliers larger quantities of all kinds of shipping containers during 1947."

Item two in the *paperboard* classification is *boxboard*, of grades other than corrugated and fibre board. This material—used in confectionery packaging, for cartons, display boxes, candy boxes, fillers, and dividers—has been another source of concern to you during the shortage years. A responsible authority in this industry gives the following information: "The majority opinion now seems to be that—barring unforeseen interruptions—there should be a substantial increase in production in 1947 compared with 1946, and that this increased production will mean more paperboard available for the users of paperboard products. This prediction is based upon anticipated increases in the capacity of the kraft paper mills, located principally in the Southeastern states and also that for the paperboard mills both East and West which use raw material other than kraft pulp. In addition to the new mills now under construction, many of the present mills have increased materially their output of paperboard through improvements in their equipment and through longer hours of running time." The same authority—discussing the background for this forecast of a freer supply of paperboard—states that the supply of labor, raw materials, and other necessary items to manufacture has been stepped up to the point where paperboard mills generally are in a position to take advantage



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- 5 Versatility of wrapping with quick change of labels
- 6 Easy coding and dating with rubber stamp printing
- 7 Elimination of make-ready in the labeling operation

If you have labeling problems, you'll welcome the operating efficiency and economy of Monsanto's Thermo-Plastic Coating for heat sealing labels.

Expensive and unsatisfactory inserts, bands and glued labels are eliminated. Monsanto Thermo-Plastic coated labels afford maximum opportunity for colorful, sales-making messages. For bagged merchandise, they provide a positive seal which makes tampering impossible and eliminates the possibility of contamination.

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of the heavy demand for their products and—unless unforeseen interruptions occur—the increase of 1947 output will bring supply and demand for most grades of paperboard, also referred to as boxboard, into some semblance of balance by the end of 1947.

The remaining additional packaging material classification is headed *specialties* and the first item in this group is *cellophane*. Its raw material, wood-pulp, makes cellophane a member of the paper product family and its use in your industry makes it a key packaging material.

The following statement was issued by duPont and made public at the Packaging Exposition last month: "Supply of cellophane is far below demand. We have been faced with continual delays in construction of new capacity and, therefore, can make no definite prediction except to say that moderate increases are expected after the middle of 1947 and in 1948."

Not a paper or paperboard product, but of definite importance to your packaging plans, is metal foil. The following statement given us by a leading foil manufacturer is quoted verbatim:

"Aluminum foil is available, and deliveries greatly improved over the extended or indefinite expectations of earlier this year. Present shipping estimate is six weeks after receipt of order. This estimate is subject to weekly change. Continued gradual increase in foil available as a result of improved production facilities is expected in the last months of 1947. Results from improvements and expansions of production should be climaxed with maximum production capacity available in 1948 and an ample supply of aluminum foil for all requirements at that time."

In recent years the confectionery industry, like all branches of the food field, has turned to a number of specialty papers for protective packaging. Some of these are fabricated from combinations of materials. For ex-

ample, an outstanding success has been scored by a wrapper which consists of a triple lamination of aluminum foil, cellophane, and sulphite paper. Other similar combinations, developed and manufactured for specific packaging jobs have become popular because of superior protection, excellent machine workability, and merchandising effectiveness. The production situation on such items, of course, cannot be discussed in a general way, as each of these specially developed packaging items involves several raw materials plus several converting operations. Availability of such materials is dependent upon the availability of the elements which are used in their manufacture and also upon availability of converting machinery and time.

At no period in business history has there been such widespread planning and execution of production increases as that which has characterized the converting branch of the packaging business during the current period. Manufacturers of paper and paperboard converting machinery, printing presses, and other equipment used by converters, all have a substantial backlog of orders on hand. Plant space increases are the rule. It can be confidently stated, therefore, that converters in all branches of the packaging industry will be in position to take advantage of the increased supply of paper and paperboard coming from the raw material manufacturers during the next few months and in 1948.

• **Ever Ready Label Corp.:** "Tools of Business," the first full-size label catalogue issued by Ever Ready since pre-war days, is based on a new approach to label advertising, Sidney Hollaender, president, has announced. The entire book is based on a compilation of the most ordered labels as shown by Ever Ready's file of orders from 50,000 customers a year for the past 32 years.

Transparent Boxes— and Trays

Seaman
Manufactures
Fine Candy Boxes

of Monsanto
Vuepak

Write

SEAMAN BOX CO., INC.

443 Greenwich Street, New York 13, N. Y.—Walker 5-2114

Consult our
Packaging
Service for
Special and
Original
Designs

Whatever your
requirements, there is
nothing finer than
a "Seaman" Box.

INEXPENSIVE PACKAGING WITH AFTER-USE VALUE

English Metal Boxes

IN FULL COLOR



They're irresistible salesmakers for CANDIES, JELLIES, FRUITS, FRUIT CAKES, COOKIES and numerous other products requiring unique packaging to overcome sales resistance.

These are the most distinctive containers ever shown in this country. There are no other boxes or containers that have these exclusive features . . . embossed patterns in full color, unusual shapes, hinged and detached double lids, rolled edges, inside and bottom gold lacquered or enameled. 21 styles and sizes from which to make your selection.

SAMPLES SENT UPON REQUEST
POSTAGE FREPAID
AT QUANTITY PRICE
CAN BE RETURNED FOR FULL CREDIT

Fancy Container Division *J. D. Company, Inc.*

150 SPRING STREET • NEW YORK 12, NEW YORK

DETECTO SCALES

There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.

DETECTO HEAVY DUTY SCALE
Another Detecto-Gram scale for many industrial uses speeds production. Hairline accuracy in a heavy scale! Special indicator eliminates over-weight. Platform size, 10½" x 14". Overall height, 32". Capacity, 200 lbs. Immediate delivery. Write for full description.



DETECTO • SCALES • INC.

MAKERS OF FINE SCALES SINCE 1900
1706 MAIN STREET • BROOKLYN 1, N. Y.
SCALE ENGINEERS IN ALL PRINCIPAL CITIES

IDEAL WRAPPING MACHINES

FAST-EFFICIENT RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; the new High Speed Special Model wraps 325 to 425 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS AND PRICES

IDEAL WRAPPING MACHINE CO.

MIDDLETOWN, N. Y.

EST. 1906

U. S. A.

March Dollar Sales of Confectionery Higher Than March '46 or February '47

MANUFACTURERS' DOLLAR SALES of confectionery in March, 1947, were 45 per cent above March, 1946, and 9 per cent over February of this year, it was announced by J. C. Capt, director of the census. For the first three months of 1947, dollar sales were 36 per cent above the corresponding period of 1946. These figures are based on reports from 277 manufacturers located throughout the country.

Substantial increases in dollar volume for March, compared with the same month of last year, were recorded for all classes of candy manufacturers. Chocolate manufacturers showed a 47 per cent increase; manufacturers who sell at wholesale, 45 per cent; and those who sell at retail, 34 per cent. In the month-to-month comparison, March with February, manufacturer-wholesalers and chocolate manufacturers registered increases in dollar sales of 12 and 5 per cent, respectively, while manufacturer-retailers dropped 16 per cent. For the first quarter of 1947, all classes of manufacturers reported marked gains over the same period of 1946.

March sales in pounds as reported by 123 manufacturers were 5 per cent over March a year ago, while their dollar sales increased 45 per cent. On a year-to-date basis, the first three months of 1947 compared with the corresponding period of 1946, poundage sales dropped 3 per cent, whereas dollar volume increased 36 per cent.

Council on Candy Announces Plans: Consumer Advertising To Be Increased

THE COUNCIL ON CANDY of the National Confectioners' Ass'n, with over \$220,000, subscribed by mid-May for the 1947 fund, is in the midst of its largest candy promotion campaign.

New decals, featuring the familiar red heart symbol of the confectionery industry, with the words "Candy Is Delicious Food" is white against red background and with "Enjoy Some Every Day" in a blue streamer panel, will be ready for distribution in June. The decals are priced at 10 cents each or \$8 per 100 and may be ordered from the NCA, Associated Retail Confectioners of the USA, National Candy Wholesalers Ass'n or the National Automatic Merchandisers Ass'n. Use of the decals is intended to remind prospective candy purchasers, at the point of sale, of the advertising messages in the Council's national advertising campaign.

Stickers, one and a quarter inches square and reproducing the red heart and candy slogan, have been ordered by the council for delivery early in June. The stickers are suitable for use in wrapping packaged candy or for affixing to correspondence. More than 1,000,000 of the stickers, which are priced at \$1 per 1000, already have been ordered by candy manufacturers and distributors.

During the last six months of the year, the Council on Candy has decided to increase its consumer advertising. The full-page advertising scheduled to run in *Life* and *The Saturday Evening Post* will be supplemented by 20 small ads, 10 in each magazine.

At a meeting held May 2 in Hershey, Pa., W. C. Dickmeyer, national chairman of the Council, announced, "Our campaign directed to the medical profession also will be stepped up through the addition of two more publications and our program for the schools for the

*The Clear way to make them
BUY more candy -- EAT more candy*



USE THESE TYPES FOR . . .

1. Hard candies: acetate body, metal slip cover, white-coated metal bottom
2. Taffy, coated nuts: all acetate with chipboard inserted bottom
3. Chocolates, bon-bons: all acetate with metal bottom, coated white inside.

SEE-THRU CANDY BOXES

Now Available - **IN STANDARD SIZES**

**HERE'S WHAT
YOU CAN GET**

- Six diameters: 2 3/4" - 4" - 5" - 6" - 7 1/8" - 8 1/8"
- On-hand quotations for your quantity, in your size
- Moderate minimum quantities to suit your current needs
- Your own imprint and decoration

Special designs available for
seasonal and holiday occasions



GEO · V · CLARK

COMPANY, INC.

See-Thru Division

26-15 FOURTH STREET, ASTORIA 2, L. I., N. Y.

CUT OUT AND CLIP TO YOUR LETTERHEAD

GEO. V. CLARK CO., INC.
SEE-THRU DIVISION
26-15 FOURTH STREET, ASTORIA 2, L. I., N. Y.

Gentlemen: I am interested in having more information and samples of your work.

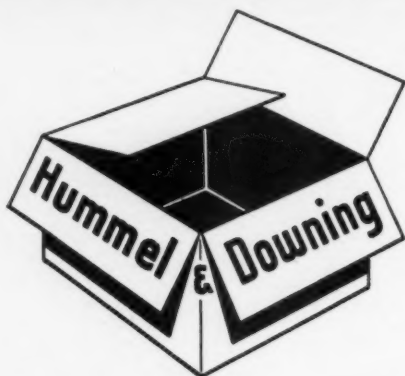
NAME _____

FIRM _____

ADDRESS _____

CITY AND STATE _____

MC 4



Rugged Solid Fibre and Corrugated Shipping Containers give effective protection to all confectioners products in transit and in storage.

Hummel & Downing Folding and Display Cartons preserve product quality and build sales.

HUMMEL & DOWNING CO.

MILWAUKEE 1, WISCONSIN

WASTE PAPER IS A VITAL RAW MATERIAL, SAVE IT

tins for every confection

Designed by...

SUPPLIED BY...

KAVART STUDIOS

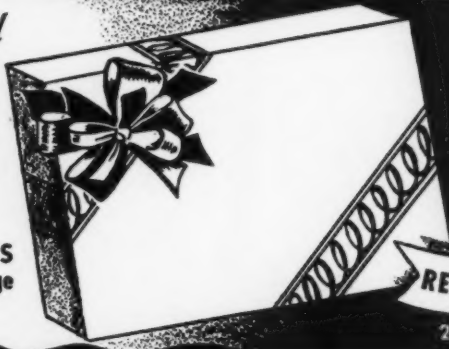
15 WEST 38th ST.
NEW YORK 17, N. Y.

Write today for samples, prices, delivery dates.

Colorful Ready-Tied
BOWS and RIBBONS

...FOR EVERY OCCASION
...FOR EVERY HOLIDAY

REPUBLIC BOWS
Glamorize Your Package



Specially designed for candy packaging, in plain, novelty, satin and cellophane ribbon.

SAMPLES ON REQUEST

REPUBLIC RIBBON & BOW CO., Inc.

244 FIFTH AVE., NEW YORK 1, N. Y.

1947-48 school year, built around the new movie, 'Candy and Nutrition,' will be the strongest to date.

The total Council budget for the last six months of 1947, as approved at the Hershey meeting, is \$224,150.

Members of the Council committee who attended the Hershey conference included W. C. Dickmeyer, Wayne Candies, Ft. Wayne, Ind.; Oscar Trudeau, Trudeau Candies, Minneapolis; C. R. Kroekel, Kroekel-Oettinger Co., Philadelphia; E. W. Walters, King Cole Candies, Chicago; Paul M. Beich, Paul F. Beich Co., Bloomington, Ill.; Earl Hollingsworth, Fine Products, Corp., Augusta, Ga.; Wm. Fette, Jr., Schutter division of Universal Match Corp., Chicago; J. Vern Glade, Glade Candy Co., Salt Lake City; Charles Clark, D. L. Clark Co., Pittsburgh; John Poetker of Cincinnati, representing the National Candy Wholesalers' Ass'n; and Dan Fitzpatrick, New York, representing the National Confectionery Salesmen's Ass'n.

Guests included Neal Diller, Nutrine Candy Co., Chicago; Victor Gies, Mars, Inc., Chicago; C. M. McMillan and Harry Loock of the National Candy Wholesalers Ass'n; Irvin Shaffer, Maillard Corp., New York; W. Melville Cribbs, Melville Confections, Chicago; Robert H. W. Welch, Jr., James O. Welch Co., Cambridge, Mass.; Harry Chapman, New England Confectionery Co., Cambridge, Mass.; Harold Clark, D. L. Clark Co., Pittsburgh; and Al Mantz, National Confectionery Salesmen's Ass'n.

• **D. L. Clark Co.:** A large size candy-wrapper, which contains eight individually wrapped bars, is being tested in a number of super markets by the D. L. Clark Co., Pittsburgh. Besides encouraging larger scale candy buying, the company believes the large size wrapper will serve as a point-of-sale tickler and will encourage stores to display the candy prominently because the package is too large to be easily stolen.

• **Cans, Inc.:** Alfred L. Hartung has been named assistant sales manager, A. M. Toft, vice-president announces. Mr. Hartung was formerly with the American Can Co.

• **Package Machinery Co.:** The Springfield Dog Obedience School has been granted the use of the grounds of Package Machinery Co., East Longmeadow, Mass., for its training program. George A. Mohlman, president of Package Machinery, has provided two large training rings on the company's lawn for permanent use of the club. During rainy weather or when snow is on the ground the club will meet in one of the large indoor receiving areas.

NCWA Convention Plans Announced: Billion Dollar Goal Will Be Theme

CONFECTIONERY AS A BILLION DOLLAR industry will theme the second annual convention of the National Candy Wholesalers' Ass'n at the Sherman Hotel, Chicago, June 15-18, says C. M. McMillan, NCWA's executive secretary-treasurer. The part of candy wholesalers in this potential billion dollar industry will be especially studied, he states.

The opening session which begins with a luncheon at noon Monday June 16 will feature speakers on the three phases of the "Billion Dollar" subject; namely, "Is it a Dream?", "Is it the Jobbers?" and "Is it Possible in America?" the latter covering the wholesalers' place in the economy of this country and this country's system of free enterprise in competition with the rest of the world. The grand finale of this session will be the showing of the new Council on Candy film for the first time since its NCA Convention premiere and which has been dubbed for this program, "The Billion Dollar Baby in Person."

Monday afternoon at 4 o'clock will see the official opening of the industry's first All-Confectionery Exposition, a vast display featuring only candy and confectionery products, candy sales materials and equipment. And at 8 p.m., running concurrently with the Exposition attraction, will be another one of the gay carnival get-together parties, entertainments, and floor shows such as charmed the last year's opening night crowds.

Tuesday morning will be the second session which will treat the "Billion Dollar" idea under the general heading of "Getting Our Share of the Billion Dollar Baby." Speakers will indicate the ways and means to this end in subjects such as "Through Merchandising," "Through Selling," and finally through a panel discussion of jobbers, manufacturers, and traveling men on the subject "Through Jobber and Manufacturer Sales Management." This latter subject is expected to take up a large number of management problems of selling and merchandising that concern both the jobber and the manufacturers.

Tuesday afternoon and evening will be "open" the same as last year to enable all to see the Exposition and the sights of Chicago. A Lake Michigan starlit steamer trip to conclude the day, if the steamer service is made available at that time, is planned.

Wednesday will see the closing sessions of the convention, with the final general session Wednesday morning on the subject "Reducing the Hazards for a Billion Dollar Baby." Suggested means of doing this will be incorporated in the subjects "Through Standards for Opening New Jobbing Accounts"; another "With and Without National Laws"; the latter featuring the use of the FTC Rules to prohibit unfair trade practices as well as other timely comments on such statutes as the wage-hour law as it affects jobbers. A panel discussion will conclude this session under the heading "Through Jobber and Manufacturer Planning." This will cover a number of jobber and manufacturer problems such as returned goods, trends in types of merchandise, functional differentials for jobbers, and so on, with jobbers, manufacturers, and traveling men participating.

The closed session for jobbers only for election of officers and other executive matters will conclude the business of the convention, and is scheduled for a Wednesday luncheon meeting.

for June, 1947

● CORLEY - MILLER Sandwich Machine



*to keep
production
moving*

This combination of the Corley - Keller Sandwich Maker and the Corley Automatic Wrapper makes and wraps appetizing peanut butter and cracker sandwiches at speeds up to 100 sandwiches per minute . . . Slashes labor and material

costs — only two operations needed . . . Cuts cracker breakage, reduces package weight variation to a minimum by applying butter uniformly at proper consistency . . . Saves up to 20% in Cellophane . . . Electric Eye available for printed wrappers . . . One of the many precision-built, efficient packaging machines and combinations in the Corley-Miller line . . . What are YOUR needs? . . . Write today!

● Send for
information
about

MACHINES FOR

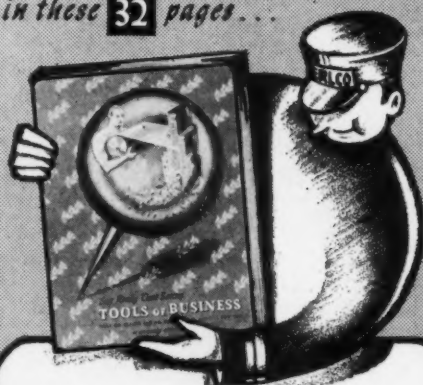
- ☐ Wrapping
- ☐ Bag-Making
- ☐ Bag or Carton Filling
- ☐ Bag Sealing
- ☐ Sheet-Gluing
- ☐ Heat Sealing (Hot Plates & Hand Irons)
- ☐ Sandwich-Making

Miller Wrapping & Sealing Machine Co.

MANUFACTURERS OF CORLEY AND CORLEY-MILLER PACKAGING MACHINES
DEPT. C, 18 SOUTH CLINTON ST., CHICAGO 6, ILLINOIS

32 years of label experience

in these **32** pages...



Yours for the asking

A new slant! A new approach, featuring TESTED labels, compiled in one book from the records of the largest label manufacturer in the world, serving over 50,000 customers a year — for 32 years! Send for your FREE copy and see why Ever Ready is your logical label source.

EVER READY Label CORP.

141-155 East 25th Street - New York 10, N. Y.

FOR BETTER PACKAGING

WRITE, PHONE or WIRE for Quotations on Your Requirements for

PARTITIONS

BOATS  **NECKS**

IMMEDIATE ATTENTION
Given to Requests for Estimates

Prompt Deliveries
Guaranteed

PETER

Reasonable Prices
Assured

PARTITION CORP.

Manufacturers of Partitions for Paper Boxes
647-649 LEXINGTON AVE. BROOKLYN 21, N. Y.
Telephone: FOxcroft 9-2129

Profit Possibilities in Research

(Continued from page 49)

Coconut, which in the years to come was to be the most profitable packaged product in the Franklin Baker line; the introduction of cashew nuts into this country; the solution of the coconut rancidity problem; and the development of such new coconut products as plastic coconut and Tender-Fresh Coconut.

I use the Franklin Baker illustration because I think it shows that an elaborate research organization is not necessary in order to get practical, profitable results.

At no time during the period in which this work was being done were more than three technical men working on the problems. Now in General Foods we have more than 300 doing exactly the same sort of thing on a company-wide basis. We have bigger laboratories, better equipment, and better trained men. But there has been no change in the general principles of working or the objectives of our work. This intensified program has simply produced more and better results.

Results Require Work

If research was so profitable to a small company like the Franklin Baker Company of 25 or 30 years ago and is so profitable to a large company like General Foods, I can think of no reason why it cannot be of equal benefit to you. These results, however, will not come without hard work. You must not only finance research, build laboratories, and hire technical men; but you must get in the game yourself and work with your researchers. You must help with the organization of their work, the planning of their work, and keep track of its progress and of its results.

You are business men and know a result when you see one, and you know a good result from a bad one. If you don't get results from the fundamental research work done through your Association or from the industrial research work done in connection with your own business, it is not the fault of research itself, but the way in which it is being done. As successful business men, you know how to remedy a situation of this kind.

As I see it, your Association should be intensely concerned with research in two principal ways:

- 1.—As an Association, you should support a strong program of fundamental research beneficial to your Association as a whole to the public. Such a program requires ample financing, a strong committee which believes in research to act in an advisory capacity, and professional full-time direction.
- 2.—As individuals you should be interested in what research can do for your organizations. All the fundamental facts a strong Association program can turn up will be of no use to you or to the public unless you apply them. To apply the fundamental, scientific facts already known and the ones you must discover, you must strengthen the technical functions of your industry at the plant level.

The firm that does not recognize that research and development is a major department of its business will, I believe, soon be caught with its profits down and red ink showing!

• **American Can Co.:** As of July 1, firm will discontinue its allocation program on tin mill products, W. C. Stolk, vice president in charge of sales, announces. No new business, however, will be accepted until all present customers' needs are met.

NCWA's February Sales Trend Survey: Sales and Inventories Up Over Pre-War

IN THE NATIONAL CANDY WHOLESALERS Ass'n sales trend survey for February popular brand 5-cent bars and gum continued in demand for 128 of the 130 firms which reported, with most firms showing an increased demand over January. Lesser known brand 5-cent bars and gum continued the downward trend noted in NCWA's January survey.

The 10-cent bars continued to hold a steady course except in the Mid-East states where they were reported down. Nationwide, and especially in the Mid-West, the survey showed most firms reporting an upward trend or no change.

Bulk candies selling at 40 cents to 60 cents a pound and cellophane bags under 39 cents continued to hold their own. More expensive bulk and cellophane bags were down, although all firms reporting in New York and New Jersey showed bulk retailing at above 75 cents to be up in trend.

One-pound packages of \$1.25 or under continued as a whole on an even keel, the survey showed. The Southeast and Southwest reported a definite drop in this item, while all New England firms reporting showed this package to be either steady or up.

NCWA's inventory report for the United States showed inventories for February to be about the same as for January with both higher than the monthly average for 1941.

"Taking 1941 monthly average as 100 per cent, the jobbers reported that February inventories averaged 128 per cent. The report for January was 124 per cent. This was for all reporting firms. For the middle 60 per cent, taken according to the Harvard method, the comparison was 99 per cent for February, 1947, as compared with 93.3 per cent for January and 100 per cent for 1941. Thus for the middle 60 per cent the inventories were below prewar."

A comparison of present with prewar sales showed that while inventories were up 28 percent, sales for all firms reporting were up 73 per cent over 1941. For the middle 60 per cent, who had a lower than prewar inventory, sales were up 38 per cent over 1941. Comparison of 1946 monthly average sales figures with February, 1947, showed a 6 per cent increase for the entire group and a 3.8 per cent increase for the middle 60 per cent in February. The report points out that "there were many extremes shown in the sales picture, however, from 1,000 per cent increase down to 35 per cent below 1941."

• **George V. Clark Co.:** A new line featuring three styles of stock-size transparent candy boxes is announced.

• **National Paper Box Manufacturers' Ass'n:** C. Knowlton Shaw, Jr., is elected president.

• **Paper Production:** The ratio of U. S. paper production to mill capacity for the week ending May 3, as reported by the American Paper & Pulp Ass'n, was 108.2 per cent compared with a revised figure of 105.3 per cent for the preceding week and 107.3 per cent for the corresponding week a year ago. This does not include mills producing newsprint exclusively. Paperboard production was 102 per cent for May 3 week compared with 100 per cent for the preceding week and 101 per cent for the corresponding week a year ago.

for June, 1947

be thrifty!

insist on **LANOVA** *superb box papers!*

be wise!

To give their products more sales appeal, make and more smart merchandising opportunities, specify LANOVA. They know they get the finest—used, at the best price, too!

Choose your superb box paper from the following:

- Metal Foils • Fancy's
- Embossed • Wood • Pyramin
- Velours • Trade Marks • Flints

You get instant delivery right from stock, on most items.

FREE! Without obligation, write today for sample sheets and book.

SELLS your packages

LACHMAN-NOVASSEL PAPER CORP.

109-111 Greene Street
New York, N. Y.

*Enclosure Cards
for Every Occasion*

Enclosure Card

THE JOHN HENRY CO.

LANSING • P. O. BOX 1440 • MICHIGAN

The Symbol of Quality

Enclosure Cards • Envelopes • Tags • Stationery • Labels

KANDEX

CONFECTIONERY STABILIZER

Gives Lasting Freshness and
Smoother Texture To Your

TAFFY

and other chewy candies such
as Toffee, Caramels and Kisses.
SAVES TIME and EXPENSE.

Write for Free Sample
Sufficient for Batch Testing

NATIONAL FOOD PRODUCTS

8 South Dearborn St.
Chicago 3, Illinois

Ambrosia
REG. U.S. PAT. OFF.
FOOD OF THE GODS
**CHOCOLATE
COATINGS**

Since 1894

First choice for fine Chocolates for
over 5 decades.

AMBROSIA CHOCOLATE CO.
MILWAUKEE • WISCONSIN

SUPPLY FIELD NEWS

• **Fritzsche Brothers:** At the annual meeting of stockholders, the following directors were re-elected: F. H. Leonhardt, John H. Montgomery, H. P. Wesemann, Dr. Ernest Guenther, Jos. A. Huisking, B. F. Zimmer, Jr., and F. H. Leonhardt, Jr. At the annual meeting of the board of directors the following officers were elected for the current year: F. H. Leonhardt, president; John H. Montgomery, vice-president and treasurer; H. P. Wesemann, 2nd vice-president and secretary; Dr. Ernest Guenther, 3rd vice-president; Jos. A. Huisking, 4th vice-president; F. H. Leonhardt, Jr., 5th vice-president; John L. Cassullo, assistant treasurer; D. A. Neary, assistant secretary; and G. A. Wohlfort, comptroller.



MAGNUS, MABEE & REYNARD announce the appointment of Herbert F. Graflund (right) and John P. Grattan to the Mid-Western sales division, Chicago office.

• **A. E. Staley Manufacturing Co.:** For the first quarter of 1947, net profits totaled \$3,302,874, which is three times greater than profits for the same period in 1946. Mr. Staley attributed the unusual increase to the fact that the company owned large quantities of soybeans at the time of price decontrol and said that this did not give a true measure of profits received from sales at present prices.

• **Corn Products Co.:** William F. Mueller, formerly advertising manager of Corn Products Refining Co., has been elected executive vice-president and general manager of its subsidiary, Dr. Swett's Root Beer Co. William E. Hecht succeeds Mr. Mueller as advertising manager.

• **William H. Watt:** Formerly vice-president of the Hooton Chocolate Co., Newark. Mr. Watt died of pneumonia in his winter home at Pinehurst, N. C., at the age of 83.

• **Senneff-Herr Co.:** Ben F. Kreider, president, announces 1947-48 expansion plans call for a new building which will soon be under construction at Sterling, Ill.

• **Monsanto Chemical Co.:** Net income for the first quarter of 1947, after a provision of \$500,000 for the relief of the company's Texas City employees, amounted to \$4,944,502; Edgar M. Queeny, chairman of the board, announced recently in his quarterly report to the stockholders. Monsanto's sales totaled \$36,216,506 during the first quarter, an increase of 47 per cent over the same period in 1946. After provision for dividends on the prefer-

ence shares, net income for the quarter was equivalent to \$1.19 a share on the common shares outstanding March 31.

• **Huge Co.:** New executive offices at 3664-66 Washington Ave., St. Louis, have been opened. At the same time an additional plant which will be known as Plant No., has been acquired at Quincy, Ill.

• **Polak and Schwarz, Inc.:** Louis Davids, executive vice president, announced the opening of general offices, a laboratory and a warehouse in Chicago. George W. Liddell will be general manager of this Midwest division.

• **Dow Chemical Co.:** A powerful new insecticide, chlordane, which is reported to be 10 times more effective than DDT against certain insects, is being made available in spray and dust forms.

• **Clinton Industries, Inc.:** For the 12 months ended March 31, 1947, Clinton Industries, Inc., showed a net profit, exclusive of \$2,388,629 net gain from the sale of candy plants, of \$4,261,199 after taxes and charges. This is equal to \$5.72 a share on 744,915 shares of capital stock. Net sales amounted to \$46,212,689.

• **Army Quartermaster Corps:** Dr. Howard D. Lightbody has been appointed Chief, Food Research and Development Division, Quartermaster Food and Container Institute in Chicago, Col. Charles S. Lawrence, commanding officer of the Institute, has announced.

• **Charles Pfizer and Co.:** First quarter profits of \$1.51 a share are reported. For the same period in 1946 profits were \$1.94 a share. The drop was due to a decrease in dollar sales, although unit sales increased, of two company products, penicillin and streptomycin.

• **Copra:** The decline in price of copra, from \$250 a long ton on March 24 to the recent price of \$175, has brought demands from producers that the Philippine government remove all controls from the industry.

• **Fritzsch Brothers:** Charles H. Milton, Jr., is in charge of the new Dallas branch office opened by Fritzsch Brothers.

• **Sugar:** The Sugar Rationing Administration has announced that, effective May 21, 1947, adjustment may be made for any industrial user whose sugar base is lower than it would have been if his base had been established on the basis of the capacity

SAFEGUARD Candy Quality!

A CAREFULLY conceived and properly executed cleaning and sanitation program can go far toward building a strong bulwark of safety against product spoilage through bacterial contamination.

So, if you are contemplating changes in your present cleaning procedures, consult Oakite with confidence. You can count on specialized Oakite cleaning materials and methods to do a thorough maintenance-streamlining job.

And remember, with all Oakite materials you get the kind of service you have a right to expect. Service that is comprehensive . . . on-the-spot. Service that can well mean substantial savings in your sanitation costs. Consult Oakite TODAY!

OAKITE PRODUCTS, INC., 36C Thames St., NEW YORK 6, N. Y.
Technical Service Representatives in Principal Cities of U.S. & Canada

OAKITE

MATERIALS
METHODS
SERVICE

Specialized Industrial Cleaning

Since 1881, The Hubinger Co., Keokuk, Iowa

HUBINGER

Our service departments will help you with any of your technical problems.

* * *
UNIFORM...DEPENDABLE
Confectioners' Corn Syr-
ups, Thin Boiling Starches,
Moulding Starch



TRUTASTE FLAVORS... Rival Nature's Own



Zestful, Tangy, Imitation **CHERRY**
Full-Bodied, Rich, Imitation **GRAPE**
Luscious, Imitation **STRAWBERRY**
Tantalizing, Imitation **RASPBERRY**

NEUMANN • BUSLEE & WOLFE

224 W. HURON ST.

CHICAGO 10, ILL.

HOOTON



50 years
of fine
quality

CHOCOLATE

These years have proved a source of satisfaction to ourselves and to customers who think in terms of fine quality. Proved and improved goodness of our products has merited the continued use of our chocolate by many of the outstanding firms in the food industry.

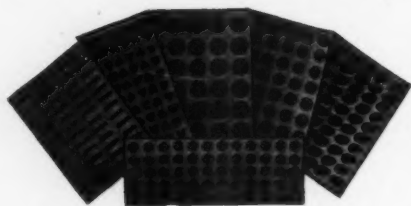
Ice Cream - Confectionery - Baking

HOOTON CHOCOLATE CO.

Fine Quality Since 1897

NEWARK 7, NEW JERSEY

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of the plant as of April 20, 1942. Provision has also been made for application by any person for sugar base if he used sugar containing products in the manufacture of other products between January 1, 1941, and April 20, 1942. In such cases, the amount of sugar in such sugar-containing products must have been less than the sugar base computed on the basis of the capacity of the plant as of April 20, 1942. Application for adjustments under these provisions may be filed with SRA Branch Offices on SRA Form R-1235, and adjustments will be computed on the same basis as under the already effective pre-rationing investment adjustment program and under the war producers' adjustment program.

On May 20, Senators McCarthy (Rep., Ohio) and Bricker (Rep., Ohio) introduced legislation to end immediately all sugar rationing. Senator McCarthy said, "I am confident Congress will pass this."

• **Sugar and Veterans:** Veterans who move into an area which has a larger sugar base for comparable establishments than obtained in their original allocation will not receive an increase to match comparable establishments, the U. S. Dept. of Agriculture announces. When comparable establishments have smaller base allotments, veterans' original sugar rations will be reduced to match those of the new area.

• **Corn Products Refining Co.:** Holly L. Calender is elected treasurer to succeed W. D. Braidwood who has retired.

• **Monsanto Chemical Co.:** F. A. Abbiati, formerly general manager of sales for the Plastics Division, Springfield, Mass., has been appointed assistant general manager of the division.

Public sale of stock started in London May 14 to finance the expansion program of Monsanto Chemicals, Ltd., British subsidiary of Monsanto Chemical Co.

• **Givaudan-Delawanna:** R. M. Stevenson, sales manager, announces Carl J. Jensen, who will be engaged in sales and the development of the flavor laboratories, has rejoined the company after an absence of two years.

• **Borden Co.:** Celebrating its 90th anniversary during the month of May, the Borden Co. is distributing a publication entitled "The Story of Gail Borden", which tells how the founder of the company developed the first practical process for condensing milk.

• **A. E. Staley:** Manufacture of two types of lecithin from soybean oil was recently begun.

• **Utah-Idaho Sugar Co.:** Paul E. Kirker has been appointed assistant sales manager. Frank D. Parry will take over Mr. Kirker's former duties as sales representative in Seattle.

• **Cocoa Problems:** Cocoa Merchants Ass'n of America has named a committee to present evidence to the U. S. Attorney General and urge breaking up what it terms monopolistic cocoa selling practices by Great Britain, Brazil, and the Dominican Republic.

• **Condensed Milk:** At the second annual meeting of the American Bulk Condensed Milk Ass'n in Chicago, L. P. Douglas was chosen president; J. M. Punderson, vice president; Bert Anderson, secretary; O. A. Kielsmeier, treasurer; and H. C.

Darger was elected executive director. At the meeting members approved, in principle, the adoption of standards and grades for all types of bulk condensed milk.

- **Baker Perkins, Ltd.:** Allan A. Tunley and G. D. Wilson, of Baker Perkins, Ltd., Peterborough, England, manufacturers of packaging machinery, visited the Chicago offices of **The Manufacturing Confectioner** recently, while on a tour of the United States.

- **Sugar:** In order to move sugar supplies before boxcars are needed to move the estimated billion-bushel Winter wheat crop, the Dept. of Agriculture announces the date of application for third quarter allotments to both percentage and provisional industrial users will be advanced from June 10 to June 1 and that the 30-day limitation will be removed for industrial users to enable them to purchase their entire allotment as soon as it is granted.

- **Greater New York Fund:** A total of \$2,505,656 has been raised in the first two weeks of the Greater New York Fund's 10th Annual Campaign. Among the 11 committees soliciting industry and manufacturing which have already exceeded 50 per cent of their quotas are: Confectionery, headed by Charles R. Adelson; Cocoa, headed by Samuel Y. Coyne; Food Distributors and Brokers, headed by William S. Holmes; Milk and Milk Products, headed by H. J. Mineur; Food Manufacturers, headed by S. M. Reeves; and Tobacco, headed by Benjamin F. Few.

- **National Peanut Council:** Reports of declining markets and increasing competition for peanut products and a warning that the peanut industry faces collapse when current government parity prices end, unless steps are taken immediately to create larger consumer markets, featured the annual convention of the National Peanut Council at Galveston last month. Ralph McMillen of Bristow, Okla., was elected president of the Council, succeeding James E. Wood, Edenton, N. C. Other officers elected were: J. D. Sargent, Granbury, Tex; W. W. Kelly, Cleveland; and H. L. Wingate, Macon, Ga.

- **Sugar:** With Cuba expecting a bumper sugar crop and the U. S. beet farmers expecting a near record harvest, sugar may soon be released from restrictions. Secretary Anderson, it is said, favors quick end of allocation and price controls, which will normally expire on October 31, if production estimates prove to be facts.

- **Sugar:** Effective May 7, 1947, the Sugar Rationing Administration, U. S. Dept. of Agriculture, has announced that imported sugar-containing products may be used in the manufacture or service of other products without the surrender of ration evidence for the sugar content of the products imported.

- **Mrs. P. W. Allured,** president of the Women's Council of Advertising Clubs and vice-president of the Advertising Federation of America, spoke at the AFA's 43rd annual convention in Boston last month. Mrs. Allured is also publisher of **The Manufacturing Confectioner**.

- **E. I. du Pont de Ne Mours & Co., Inc.:** William F. Raskob has resigned as secretary and retired from the company. Lammot du Pont Copeland was elected secretary and Crawford H. Greenewalt was appointed vice chairman of the executive committee.

for June, 1947

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- 1—**Chemical Formulary, Volume VII**
Edited by H. Bennett, F.A.I.C.\$7.00
- 2—**The Trade-Mark Act of 1946**
By Harry A. Toulmin, Jr.\$5.00
- 3—**Confectionery Analysis and Composition**
By Dr. Stroud Jordan and Dr. K. E. Langwill\$3.50
- 4—**Glycerine**
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S.\$5.00
- 5—**Rigby's Reliable Candy Teacher**
By W. O. Rigby.....\$3.00
- 6—**Soybean Chemistry and Technology**
By Klare S. Markley and Warren H. Goss.....\$3.50
- 7—**Spice Handbook, The**
By J. W. Parry.....\$6.50
- 8—**Introduction to Emulsions**
By George M. Suthaim\$4.75
- 9—**Photomicrography**
By Charles P. Shillaber\$10.00
- 10—**Examining Dentist in Food Hazard Cases**
By Charles A. Levinson, D. M. D.\$2.00
- 11—**Chemical and Technical Dictionary**
Edited by H. Bennett.....\$10.00
- 12—**First Industrial Directory of Mexico**
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Anti-Oxidants Prevent Flavor Changes

(Continued from page 41)

immediately after they are made and proceeds continuously, even if at a slow rate, at low temperatures. The degree of oxidation may not have reached a point of detection by taste and smell, but sufficient peroxides might have been accumulated to impair the stability of your products. However, if standards for dairy products by local governments are so formulated as to exclude the addition of antioxidants, the manufacturer can not incorporate them until the standards are changed.

If the oxidation process in butter fats has not progressed far by the time you are ready to use them, their stability can be substantially increased by providing them with an added antioxidant in your manufacturing process. When a vegetable fat is used along with butter, the antioxidant can be dissolved in the fat and, in combining the ingredients, it becomes intimately mixed with the butter into which the antioxidant readily diffuses.

We prepared an experimental batch of fudge using butter and vegetable oil in equal proportions. The amount of added N.D.G.A. was calculated on the basis of 0.005 per cent of the butter fat, that is one part to 20,000 parts. Our experiment proved that this minute amount of N.D.G.A. retained the fresh flavor to diffuse light at room temperature.

Considering that an extremely small amount of N.D.G.A. is needed, for the treatment of fat, the following procedure is recommended to avoid the necessity of weighing off small quantities for each batch. Prepare a 1 per cent solution of N.D.G.A. in the vegetable oil that you use regularly in the manufacture of confections. This may be referred to as your stock solution of the antioxidant. The preparation of the stock solution is very simple. Add 100 pounds of oil in a kettle, mix one pound of N.D.G.A. Powder with a small amount of oil into a thin flowing paste, add it to the balance of the oil, and heat it to 240° F. until dissolved.

You can keep this stock solution of the antioxidant on hand and use it whenever you wish to provide added stability to the fatty ingredients of your confections. Slab dressing needs the highest degree of protection, therefore, the optimum concentration of N.D.G.A. is recommended, which is 0.01 per cent. To obtain this concentration, add one pound of the stock solution of the antioxidant to 100 pounds of oil. For the stabilizing of fats used in the compounding of confections, one half of the above amount appears to be sufficient.

If you wish to add antioxidants to chocolate and cocoa butter, prepare a 1 per cent stock solution in cocoa butter in a similar manner as described for vegetable oil. Then add one pound of this stock solution to each 200 pounds of cocoa butter or chocolate.

Peanuts and other nuts—owing to their high oil content—are susceptible to rancidity. However, since oxidation is initiated on the surface of fatty foods, a sugar glaze or chocolate coating protects them from rancidity development. Unless the sugar crystallizes and the protective coating is removed, candied nuts remain quite stable. On the other hand nuts cooked in oil get rancid very readily and they need the protective action of an added antioxidant. Peanuts fried in oil containing 0.01 per cent N.D.G.A. retain their fresh flavor two and one-half times longer than the controls.

The subsistence Research Laboratory of the Quartermaster Depot, in its experiments with roasted peanuts for combat rations, found that dipping the cooked peanuts in hot oil containing N.D.G.A. greatly increased their stability against rancidity.

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Confectionery and Food Products
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Established 1907

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Territory: State of California

Pacific States (Contd.)

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Candy & Food Specialties
Terr.: Calif., Reno, Nev., Hawaiian Islands

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Specializing in candy and allied lines;
Unexceptionable banking, other references.

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PORTLAND, OREGON
1728 34th Ave.—Wash.; No. Idaho
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EL PASO, TEXAS

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PORTLAND 9, OREGON
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Utah, Wyo., Nev., Ariz.

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& Wash.

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GEORGE W. HARTLEY
742 S. W. Vista Avenue—Phone: ATwater 5800
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WANTED YOUR IDLE MACHINERY WILL BUY FROM SINGLE ITEMS TO COMPLETE PLANTS

URGENTLY WANTED: Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



15-21 PARK ROW

NEW YORK 7, N. Y.

Wanted: Used Canvas Drier, any size. Earl H. Graff, 4600 S. Halsted St., Chicago, Ill.

Wanted: 2-24" Greer or other enrober with or without tunnels. 2 large tempering kettles. 2 steam-jacketed kettles with double action stirrers. A marshmallow beater, a depositor, buck and printer. 2 or 3 bag peanut roaster with cooler. Box C-271 **The Manufacturing Confectioner**.

Wanted: Enrober with or without cooling tunnels and belting. State size and delivery date. Chantilly Candies, 2720 Colley Ave., Norfolk, Va.

Wanted: Bottom attachment and cooling table for 24" Universal or National enrober. Box A-675, **The Manufacturing Confectioner**.

Wanted: A Baker Shaw Continuous candy cooker. This machine does not use a vacuum. Write Ranger Joe, Inc., Chester, Pa.

MACHINERY WANTED

**Model "K" kiss
machine.**

Will pay cash.

**State condition and
location.**

Box DA-672

**The Manufacturing
Confectioner**

MACHINERY WANTED (Contd.)

WANTED I LARGE TRIPLE MILL

Three 4000 lb. national equipment conges or similar; one 2000 lb. chocolate remelting kettle; one 5 roll refiner. Please send all specifications and prices to Box 1700, 113 W. 42nd Street, New York 18, New York.

Wanted: 100 lb. candy pull machine. Sharp and Shearer, Inc., Reading, Pennsylvania.

Machinery Wanted: Chocolate refiners wanted. Five-roll preferred. With or without drive. Must be in first class condition. Will pay top price. Address Box A-6718, **The Manufacturing Confectioner**.

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 - GENERAL CONFECTIONERY EQUIPMENT
- or what have you to sell?

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For Sale: Stainless steel tanks. 3-500 gal., closed, vertical; 1-1900 gal., open, vertical; 2-350 gal., open. Quick delivery on other sizes to 3,000 gals. Can furnish steam coils, jackets, agitators. Other types stainless steel equipment made to order. Basin Alloy Works, 24 Creamer St., Bklyn, N.Y. Triangle 5-9187.

For Sale: 25-gal. Trent Electric Kettle. Fully equipped and new. Write Ranger Joe, Inc., Chester, Pa.

For Sale: One J. W. Greer Chocolate 24" Enrobing Machine. Will handle all types of icings, fondants, glazes, etc. Fully automatic. Has in-feed and out-feed conveyors, automatic heat controls, variable speed, blower and vibrator. Good working condition. Box A-6715, **The Manufacturing Confectioner**.

MACHINERY FOR SALE (Contd.)

LEHMANN REFINER

We have, for immediate delivery, one 18" x 40" Lehmann, Model 312, 3 roll water cooled refiner, complete with a new 15 H.P. U.S. High Torque, ball bearing automatic starter motor, 3 phase, 60 cycle, 220/440V, equipped with size 100 Type FA, Speedaire Ram Gear Reduction Unit, also standard cast iron bed plates and suitable Waldron, geared type flexible coupling. This machine has been completely reconditioned by the Lehmann people and has not been used since. Priced for quick disposal.

May be inspected at our warehouse.

FREDERICK W. HUBER, INC.
268 West Broadway, N.Y. 13, N.Y.
Established 1882

For Sale: One new Werner automatic seamless hard candy ball machine and sizer. Will sacrifice for immediate sale. J. Edward Baum, 225 Broadway, New York City.

For Sale: Fire mixers; cooling slabs; open-fire gas furnaces; vertical beaters; 1/2, 1, and 2-bag roasters; split nut blanchers; slicing machines; pecan slicing machine. Box A-673, **The Manufacturing Confectioner**.

For Sale: 1-16 hole brass pump for Moqui; ten complete sets of aluminum moulds on boards for miniatures and bulk candy; 1 Cleveland Kleen-Kut grinder, 1 hp. motor, 3 phase, 60 cycle; 1 80-gallon copper steam jacketed kettle, high pressure; 1 Ben Moore stainless steel removable mixer, motor attached electric thermostatically controlled chocolate melter, 500 lbs. capacity (new); 1 new Baker compressor, 7 1/2 ton unit (freon); 4 new Larken type Bunker coils for refrigeration. Box A-6713, **The Manufacturing Confectioner**.

For Sale: 1 Racine Sucker Mach. with set rolls for penny suckers, \$1500; 2 3-by-8 Water Cooled Steel Slabs, ea. \$225; 2 8-foot Batch Rollers, ea. \$250; 1 Wood Starch Buck, \$300; 1 Racine Die Pop Mach., \$2,000. Write or wire Tip Top Candy Co., P.O. Box 1, Bossier City, La.

For Sale: Used only for slight demonstration purposes: 1 Corley-Keller Peanut Butter Sandwich Making Machine complete with Conveyor, \$2600; 1 Corley Sandwich Wrapping Machine, \$2600. Like new 2 Triangle Model SPA Volumetric Filling Machines with Conveyor, \$2900. All F.O.B. our plant. Available for inspection at THE FINNIE CO., 23 VANCE AVENUE, MEMPHIS 2, TENN.

For Sale: 1 National Equipment continuous hard candy cooker, with pre-cooking kettle. 600 lbs. hourly capacity. Excellent condition. \$2500. Box A-671, **The Manufacturing Confectioner**.

For Sale: General Electric 20 hp water-cooled condensing unit shell and tube. AC, 3-phase, 60 cycle, 208/220 volt complete with magnetic starter box and high and low pressure control. Freon. Never used. In original crate. Low price. Box A-672, **The Manufacturing Confectioner**.

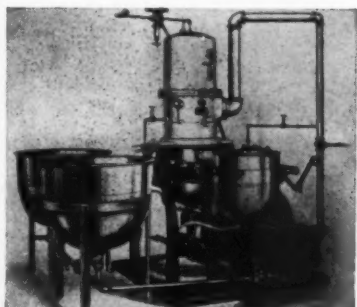
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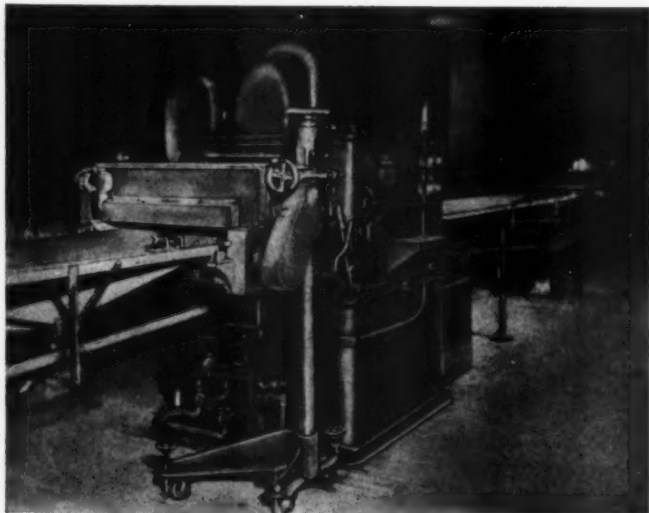
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Sell While Prices
Are High!

UNION CONFECTIONERY MACHINERY CO., Inc.

318-22 Lafayette St.

Cable Address:
"CONFECMACH"

New York 12, New York

MACHINERY FOR SALE (Contd.)

For Sale: One six-bag peanut roaster complete with cooler and blower in excellent condition, practically new, used only three months. Can make immediate shipment. For details, write Texas Candy and Nut Company, Chestnut and Davis Sts., McKinney, Texas.

For Sale: Ideal Caramel Cutting and Wrapping Machine, complete with automatic batch feed, at sacrifice price. Also Cellophane bags and sheets. Let us quote you. Address Box A-6719, **The Manufacturing Confectioner**.

BUSINESS FOR SALE

Candy Factory For Sale: For sale or lease—choice location New York City, approximately 60,000 sq. ft., two high pressure boilers, occupancy latter part of 1947, good condition, sprinklered, oil heat, subway within one block. Principals only. Box A-4712, **The Manufacturing Confectioner**.

Candy Factory for Sale: Going business in central Florida city of 50,000 on main highway. Fully equipped and in excellent condition, ideally located with frontage on highway. Address Box B-671.

HELP WANTED

Wanted: Sales Manager for large Candy Plant wanted. State experience, age, firms connected with in past number of years and salary desired. Box B-571, **The Manufacturing Confectioner**.

Wanted: Candy Maker. Man who thoroughly understands the manufacture of all types of candies to work as Assistant to Superintendent. State experience, wages desired, list of former employers and types of candies you can make. Box C-571, **The Manufacturing Confectioner**.

Nut Salter and Roaster—Experienced on all types of nuts. Unusual opportunity, good chance for right person. STARR CONFECTIONS, 2240 N. Racine, Chicago 14, Illinois.

Candy Maker—Experienced to make caramels and peanut brittle, good starting pay. Unusual opportunity, good chance for right person. STARR CONFECTIONS, 2240 N. Racine, Chicago 14, Illinois.

Sales Executive Wanted: To take complete charge of our sales force calling on the jobbing trade. Man must have experience in either the bakery or confectionery field, as we operate bakery and candy factory. Good opportunity for real executive. Earnings will be based on percentage of sales. Unlimited possibilities. Write RUNKLE COMPANY, KENTON, OHIO

Wanted: Plant superintendent for progressive modern candy plant in the Middle West. Must have knowledge of plant operation. Brilliant future. Good salary. State in first letter past experience, age, etc. All replies kept in strict confidence. Box A-6714, **The Manufacturing Confectioner**.

Wanted: A young sales-minded man for executive position with growing chain of candy stores in the South. Write giving full details of qualifications. Box A-6720, **The Manufacturing Confectioner**.

HELP WANTED (Contd.)

Wanted: Marshmallow man thoroughly experienced in making cast marshmallows, for large West Coast plant affiliated with national food organization. Good salary, employee benefits. Excellent working conditions. Give full details of previous experience and references. Address Box A-6716, **The Manufacturing Confectioner**.

Wanted: Enrober operator, thoroughly experienced, for medium sized West Coast plant affiliated with large national food organization. Good salary, employee benefits. Excellent working conditions. Give full details of previous experience and references. Address Box A-6717, **The Manufacturing Confectioner**.

Wanted: New England manufacturer of a top-notch line of homemade chocolates and specialties in packages and bulk desires salesmen or brokers calling on department stores and large retail outlets. Openings available in most territories. Write in detail, giving the following information: territory covered, other lines carried, type of trade called on. Reply to Box A-676, **The Manufacturing Confectioner**.

Help Wanted: Candy maker wanted. Must be specialty man with previous experience in filled hard goods, cream, marshmallow, and gum work. Box A-674, **The Manufacturing Confectioner**.

POSITION WANTED

TROUBLE—

That is our specialty. Let us help to work out your difficulty. We are practical men in key positions. Wholesale or retail, production problems or formulas. We have the necessary experience to be of service in either branch. Moderate rates. Candy Specialty, 583 E. 161st St., New York, N. Y.

Apprentice Candy Maker: Army veteran, now employed, wants to learn candy makers trade. 28 years old, married, and can furnish best of references. Primarily interested in Ohio or surrounding states, but will give all propositions utmost attention. Box A-678, **The Manufacturing Confectioner**.

Superintendent of Production: A man with over 30 years of broad and practical experience in handling large outputs. A practical candy maker in hard candy, creams, gums, jellies, marshmallow, pan work, solid chocolate and all kinds of retail goods, package goods, bulk and bar goods. I was formerly superintendent for the D. L. Clark Co., Pittsburgh, Pa. and I quit work and retired in 1944, but I found out that doing nothing is the hardest work I ever did. Salary is no object. My age is 47, American of Scottish-Irish descent. Box A-677, **The Manufacturing Confectioner**.

SALES LINES OFFERED

Importers: Can deliver pulled mints (small pillows, shape) in any quantity made with best Cuban cane sugar. Exclusive territories to producing agents or brokers. Write or wire, H. MEDEL, COMPOSTELA 158, HAVANA, CUBA.

Brokers Wanted:—To sell punchboard operators fast repeating candy deals. Advise actual number of punchboard operators you call on and how often or no consideration given. Items not available for any other class of trade. Box F-171 **The Manufacturing Confectioner**.

SALES LINES OFFERED (Contd.)

Wanted: Salesmen with a following in the manufacturing confectionery trade. Add this high commission, high quality, strictly competitive side-line and increase your income with little extra work. Every call is a prospect. Write for full details and outline territory desired. Box A-6710, **The Manufacturing Confectioner**.

Representatives: Manufacturer who has been making a fine line of hand dipped chocolates since 1913 desires jobbers, salesmen, or brokers. Correspondence invited giving details of territory and type of trade called on. Openings available in most territories. Box A-6711, **The Manufacturing Confectioner**.

SALES LINES WANTED

Wanted: Good Package, Bulk and 5c Bars Candy Line. Most progressive sales representative can give a complete coverage of Pennsylvania, Maryland, Delaware and Washington, D.C. M. Grunberg Assoc., 1911 Derry St., Harrisburg, Penna.

Wanted: Candy & Allied Lines—We have 19 years sales experience in same territory of Florida, Georgia and Alabama. 2 Salesmen. Hubert Brokerage Company, P.O. Box 149, Atlanta 3, Ga.

Wanted: Candy and allied lines for the State of Texas, by established broker. Box K-371, **The Manufacturing Confectioner**.

Wanted: Young aggressive man with wide sales experience calling on manufacturers, wholesalers, and jobbers desires a quality line of box, bar and bulk candies and food specialties to sell on brokerage basis to candy wholesalers and jobbers in the State of Kentucky. Also interested in selling on brokerage basis raw materials used in the manufacture of candy to candy manufacturers in this area. References furnished upon request. Will devote full time to this business, calling on all manufacturers, wholesalers and jobbers in the State of Kentucky. Address all replies to Box A-6712, **Manufacturing Confectioner**.

MISCELLANEOUS

Wanted: Copy of "Problem of Chocolate Fat Bloom" by Whymer. Reply to Dr. D. Coghill, P.O. Box 135, Stellenbosch, South Africa.

For Sale: Pure cane syrup in barrels, A-grade sweet syrup in barrels. Box A-679, **The Manufacturing Confectioner**.

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"Confectionately Yours..."

MONTMORILLONITE, as the geologists would call it, is clay that is making things easier for manufacturing confectioners. Found in Arizona and Mississippi, montmorillonite is a desiccant and will pick up 40 per cent of its own weight in moisture. Five pounds of clay, for example, will absorb two pounds of water. And, things being what they are today, cost of the clay desiccant averages about \$125 a ton, or 6¼ cents a pound.

Judging from reports, the clay can be used for everything from the manufacture of high octane gasoline to keeping crackers crisp—and better shipping of candy.

Hard candy makers are finding a small bag of the clay will keep peanut brittle and jawbreakers from "balling." Thornton-Carlson Candy Co., Los Angeles, reports shipping cartons of hard candy protected by the desiccant with "amazing results." One 12-ounce bag of processed clay in a carton containing several packages of gumdrops, also, is enough to keep the candy dry and "free flowing" for several months. Peanut brittle won't turn sticky but stays "thoroughly dry" for a similar time, it's said.

The clay is strip mined, washed in acid, and baked to remove water. Commercial quantities are shipped in airtight tins. The company holding most of the patents produces about 100,000 tons a year.

Where does it come from? Forty million years ago it was laid down as volcanic ash in saline lakes.

* * *

Will sugar prices jump to 25 to 30 cents a pound within two months after decontrol, as John L. Hennessy, Secretary of War Patterson's food consultant, says? Daniel L. Dyer, partner of B. W. Dyer & Co., has offered to wager \$5,000 with Mr. Hennessy that they won't. Money would go to charity. He also offers to contract with Mr. Hennessy or the Hotels Statler Co., of which Mr. Hennessy is board chairman, for 2,000,000 pounds at 12½ cents per pound for delivery within two months after decontrol provided government approval for the contract can be obtained.

* * *

A swap of 100 pounds of salt water taffy for 100 pounds of plane-delivered Canadian ham was a scheduled feature as part of the recent Canada Week ceremonies in Atlantic City.



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		Wood & Sellick, Inc.	May '47

* For Detailed Reference Data, See The 1947 Blue Book.



EDITORIAL



"Balanced Selling" Is a Selling Tool

By VICTOR H. GIES

Director of sales and advertising, Mars, Incorporated, Chicago

SINCE 1944, NCA's Distribution Committee has been building a program, preparing for the competitive selling era that all candy manufacturers, wholesalers, and retailers now face.

Each business era or cycle in the United States produced a pattern of selling that met the need of the times. The confectionery industry is now ready to meet modern competitive selling conditions with a program, which we term "Balanced Selling." "Balanced Selling" is much more than an idea phrase.

"Balanced Selling is a selling tool, a selling pattern, a selling vehicle, and a highway to stability.

"Balanced Selling" is especially designed for application at the wholesale level. It will provide a wholesaler's salesman with a pattern to follow for helping the retailer to sell candy. Our aim is to provide the method by which a wholesaler's salesman can become a merchandising consultant for the retailer.

We have proof that a wholesale candy salesman can increase his sales volume by what he does to help the retailer to sell candy. This program is the result of the confectionery industry's search for a better way to distribute our products—and the program is geared to improve candy distribution for all levels, the manufacturer, the wholesaler, and the retailer.

The success of this program depends upon collective cooperation at the manufacturing and wholesale level. It calls for proper support for the program. First of all, by every candy manufacturer who is a member of NCA. We want the candy wholesalers to look upon "Balanced Selling" as a vital and basic aid in solving their sales

problems, rather than something that is remote or perhaps regarded as an idea phrase.

We manufacturers will have to pass the word along among our executives and to our sales people to influence wholesalers to voluntarily cooperate in the program. The need is to help all wholesalers to see the benefits, to put the wholesaler in the right frame of mind—so that he wants his men to participate in the necessary training.

The NCA "Balanced Selling" training program is the manufacturers' goodwill builder. Use it for closer manufacturers-wholesalers relations. All of us have the opportunity now to make the most of the program. Let's use it!

Let all of us use this goodwill vehicle by constantly and thoroughly informing our respective personnel that this program is an industry-wide collective cooperative effort which will upgrade candy distribution.

The candy manufacturers have the production know-how and capacity to produce a two billion dollar annual retail candy business.

Consumers are mathematical certainties. They have the appetite—the money, and are willing to buy candy. The big question is: Can the retail outlets obtain their rightful share?

It is crystal clear that 40 to 50 thousand wholesale candy salesmen calling upon the million candy retailers in this nation—can help those retailers to bridge the gap between production and distribution.

The wholesalers' salesmen properly coached in the principles of merchandising, creative and promotional selling for the retailers, is the vanguard to our objective. This is a step in the right direction.

To date our training program has enjoyed the cooperation of the U. S. Office of Education. The training material is excellent. The teachers are men with teaching certificates from accredited schools. They are specialists in teaching in the fields of marketing and salesmanship. The federal government—through the George-Barden Act passed by Congress in 1945—provides two and a half million dollars to aid in this distributive education support. The program is nation-wide. Let's get enthusiasm for this constructive effort. I mean enthusiasm from top management down the line. Your men will be interested in boosting this program only to the extent that you personally indicate. [This valuable editorial commentary is excerpted from Mr. Gies' address at the 64th annual NCA convention—Ed.].

Short But Not So Sweet!

FROM THE EDITORIAL page feature "Senator Soaper Says" in a recent issue of Chicago's largest evening paper the *Daily News*, this item is reproduced in its entirety:

"As to the future development of the nickel candy bar we couldn't say, but the present wrapper allows for plenty of growth."

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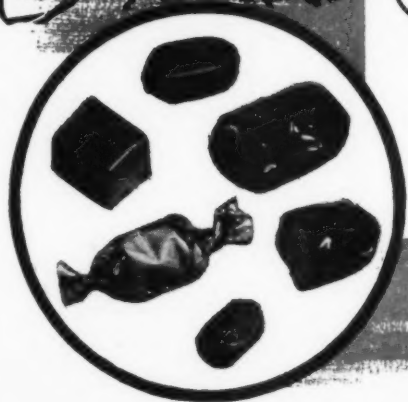
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American Food's Pure Coffee Paste owes its demi-tasse flavor to the careful selection of the best coffee types for this purpose, and to blending and processing skill based on 25 years of flavor-making experience. Result: a product ready to use, direct from the food-lined container; instantly dispersable; fully retaining the desired flavor in your finished goods, no matter what your candy-making method.

Change from makeshift and general-purpose coffee flavors. Switch to a coffee product that's made especially to help you win new friends for your candies.



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